

PRINTERS' INK

Registered U. S. Patent Office

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B. A. I. S. 1923 with
N. W. Ayer & Son

$$W = Q_1 - Q_2$$

"WHY," asked Mrs. Oscar Smith of her next-door neighbor's husband, "why will my milk and butter not keep sweet in my ice-box?"

Next-door neighbor's husband was a professor of physics. He replied, "The 'W' in the equation, $W = Q_1 - Q_2$, is too small."

Scientifically, " Q_1 " equals the amount of heat at the beginning of any refrigerating operation and " Q_2 " equals the amount of heat after the cold air has passed through the system. "W," the difference, is the efficiency index of the refrigerator.

In the formula the physicist finds the key to the solution of all refrigeration difficulties.

In the translation of $W = Q_1 - Q_2$ into terms of butter, eggs, milk and ice, which millions of Mrs. Smiths can clearly understand, we found the key to the advertising for the Gibson Refrigerator Company, of Greenville, Michigan.

The Gibson campaign for 1925 will put Gibson refrigeration so clearly that even the little Smiths will understand it.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



Are Business Men Wise in Keeping Stocks at Minimum?

Everybody Waiting "Until After Election"; Is There Not Danger That Manufacturers Will Be Swamped if Outcome Is Satisfactory?

BY B. C. FORBES

But things have been happening lately, important things. And others are on the eve of happening.

For the first time in ten years Europe is definitely headed toward recovery. It is, everywhere confidently expected that American funds will be lent to European borrowers by America on a very large scale, and this cannot but bring expansion in buying of American raw materials and other products.

Our agricultural population, constituting one-third of our national total, is rapidly swinging from depression to prosperity. Borrowers are becoming buyers. Countless unfilled needs will be filled during the coming months, needs embracing a very wide range of the nation's products.

Some of our most important industries have been producing only half of normal, or even less, for months and months.

The country's stocks of cotton goods, for example, must be extremely light, for mills have been shut down entirely or running on only part time for a long period. All through this period, however, the actual consumption of cotton goods has been going on at a normal rate throughout the country, for shirts and sheets and towels and underwear and tires have been wearing out at the same rate as usual.

Steel manufacturers have cut production very drastically—more drastically than ever before in the history of the industry—in the early part of this year.

Woolen manufacturers have been proceeding cautiously.

The shoe industry has curtailed output strictly in line with current demand.

The automobile industry has worked off surplus stocks.

The rubber industry has followed a similar course.—Chicago Herald and Examiner, September 11, 1924.

The Standard Farm Papers

Reach over TWO MILLION prosperous farm homes

American Agriculturist
Established 1842

Progressive Farmer
Established 1886
Birmingham, Raleigh,
Memphis, Dallas

Wallaces' Farmer
Established 1895

Prairie Farmer, Chicago
Established 1841

Wisconsin Agriculturist
Established 1877

Hoard's Dairymen
Established 1870

The Nebraska Farmer
Established 1859

Pacific Rural Press
Established 1871

The Farmer, St. Paul
Established 1882

The Breeder's Gazette
Established 1881

The Farmer's Wife
Established 1900

Western Representatives
STANDARD FARM PAPERS, Inc.
Wallace C. Richardson, Gen. Mgr.
Transportation Bldg.
Chicago, Ill.



Eastern Representatives
WALLACE C. RICHARDSON, Inc.
95 Madison Avenue
New York City

PRINTERS' INK

Registered U. S. Patent Office

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No. 2

Tight-Rope Salesmanship and Its Hazards

Sticking Too Closely to the Big Talking Point Is Hazardous—There's a Time to Bring in the Side Issues

By Bertram R. Brooker

AMONG the advertising men who visited Europe last summer were a great many who observed that "England is a great little country," and promptly shut up about it.

Others are still talking.

Men, fortunately, are various. For some the trip to England was simply a spectacle, a panorama to be seen and slowly forgotten. For others it was an *experience*, to be lived, absorbed and translated into future activity.

A sales manager of my acquaintance came back with the most vivid details of how the "sights" of England are "sold" to trippers.

"When I analyze my impressions of most of those historic spots over there," he admitted, "I find that the effect they made on me was dull or lively in direct proportion to the sagacity and personality of the guide who told us about them. At one extreme was the old fellow who took us over the *Victory*, Nelson's flagship, which lies in Portsmouth harbor. At one place on the deck, for instance was a brass plate, raised above the surrounding surface by a piece of plank. He led us up to this, and when we had shuffled into a quiet, expectant group around it, he announced in tones that were evidently meant to make our flesh creep: 'Here Nelson fell!'

"After a brief silence, during which our imaginations were sup-

posed to embrace the terrific significance of this momentous fall, he went on to tell us that the plank under the plate is a piece of the original deck, the rest having been broken up and distributed among museums throughout the country.

"He reminded me of the type of salesman who comes in with an article that has all kinds of possibilities of dramatic presentation, but who curiously plumps it on your desk and starts in to tell you how many yards of material there are in it, how many men are engaged in the factory, and how many years his firm has been in business.

"In marked contrast to this old chap on the *Victory* was the man who took us around Winchester Cathedral. Pausing in front of a beautifully grained door in one of the naves he suddenly asked: 'Does anyone know why there's a garter on an English half-crown?' The Americans gathered there looked blank. 'Has anyone got a half-crown?' the guide inquired. Somebody produced one, and our conductor told us the legend of how the Countess of Salisbury was supposed to have dropped her garter at a great ball, and how her royal partner, Edward III, gallantly diverted the attention of the guests by picking it up and binding it round his own knee, saying, as he did so: '*Honi soit qui mal y pense.*'

"Having aroused our interest the guide remarked upon the in-

clusion of this phrase in the design of the half-crown, and then pointing to its replica on the beautiful door, proceeded to tell us about the famous Order of the Garter, and of King Arthur and his knights, and the fact that in the time of the kings of Wessex the city of Winchester became, in a sense, the capital of England.

"A little later he took us into a side-chapel, and stopping just inside, he asked in the same sudden way as before: 'What day is July 15th?' Some date-hound in the crowd said: 'St. Swithin's day.'

"'And what's peculiar about that day?' our conductor further inquired.

"'If it rains on that day it's supposed to rain for forty days thereafter,' essayed the date-hound.

"'Yes,' said the guide, 'and you almost believe it, don't you? Not quite, but very nearly. Back in King Alfred's time they *did* believe it. St. Swithin was the king's tutor and the bishop of this diocese. When he died he expressed the wish to be buried in the churchyard: but the monks determined to bury him in the chancel of the minster. On the day they had set for the funeral, July 15, the saint sent a heavy rain, and kept it up so that the interment was deferred from day to day for forty days. By that time the monks were ready to carry out the dying wish of their bishop, and on the fortieth day, when the procession moved through the soaked churchyard to the open grave, the sun burst forth with a smile of approbation.'

"'And so,' the guide went on, 'the saint's bones rest in the churchyard; but to commemorate his memory within the church this beautiful chapel was built and dedicated to him.'

My acquaintance stopped and looked meaningfully at me. "You see the difference," he said. "The fellow on the *Victory* said: 'Here Nelson fell.' And this chap could have said: 'Here lies St. Swithin.' Instead, he told us a mighty interesting story about the old saint, first. We began to know some-

thing about St. Swithin, and then, out of a clear sky, he said: 'This is his chapel.'

"Believe me," said my friend, "it taught me something about salesmanship. I've never given my salesmen much latitude. I've been an advocate of the standardized canvass; and more than that, I've always favored what I used to call 'concentration' in selling. My policy has been to find the one big selling point and then make my men stick to it. 'Avoid side issues,' I've told them. 'Stick to the big talking point, and keep pounding it home, pounding it home. If you scatter your fire you can't hope to weaken the prospect's resistance. Keep hitting him in the same place until he's dizzy.'

This is a conscious exaggeration of my friend's system, but it marks the contrast between two types of salesmanship that are as opposite as the poles.

In the one case the salesman pulls many wires. If one appeal fails he tries another. His quiver is full of arrows barbed with different selling points.

In the other case the salesman has but the one argument. He concentrates all his eloquence, all the force of his personality, all his aggressiveness into the task of getting across this one line of selling talk. He is constantly walking the tight-rope of this one idea.

Instead of asking questions such as "Why is there a garter on an English half-crown?" which arouse curiosity, and interest and stimulate the imagination, he begins his standardized harangue, always in the same way, regardless of the mentality or peculiarities of each particular prospect, with a flat statement such as "Here Nelson fell," and continues, in spite of many varieties of resistance, to elaborate on it with a ludicrous tenacity.

Some salesmen unconsciously develop the technique of the "single selling point" because they are deficient in imagination. They are not born story tellers. They have not the faculty possessed by first rate lawyers of revealing a



Star—Cole—Chevrolet—Ford—Overland—Hupmobile—Essex—Gray—these manufacturers produce 70% of the total automobile output, over half of which is sold in small towns and rural districts.

They advertise consistently in the Christian Herald because it strengthens their position in the small centers where rural America trades.

Christian Herald

"In small towns where church homes dominate"

BIBLE HOUSE

NEW YORK

significant fact by a series of dramatic questions. They rush on the stage before the overture has been played or the scene set, and attempt to bowl over the audience without first creating an atmosphere or stimulating a receptive mood. They are like the amateur Shakespearian actor who missed his cue and asked, "What have you done, milord, with the dead body?" before Hamlet had stuck his sword through the arras into the portly form of Polonius.

And it isn't only that he begins badly. That would be serious enough. But throughout his canvass he keeps his "single idea" monotonously in the centre of the stage, without interplay with any other "characters" in the piece. He tries to make the one character carry the action of the whole drama, and like a tight-rope walker, this single selling point is forced to turn somersaults and accomplish the most marvelous antics, keeping its balance all the while on the narrow, tight thread of a single idea.

Sales managers who deliberately foster this type of selling should remember that nowadays on vaudeville programs the wire artists are put on either as "openers" or "closers," while the audience is coming in or leaving the theatre. Mere skilfulness, mere agility, mere virtuosity of balance, doesn't count for much.

The salesman who twists and squirms and leans over backward while defending and maintaining his single selling point, may possibly earn a little respect for his agile mind, but not much for his product.

When a selling point has been pulled and stretched this way and that to cover all the various objections offered by a prospect it loses its identity or takes on a completely changed appearance, like a balloon with a face on it, blown up to the bursting point.

Not long ago H. W. Hoover, president of The Hoover Company, was quoted as saying that "the satisfied customer is our one best sales argument." Yet Hoover salesmen do not constantly talk of somebody along

the street who has had good service from one of their machines, nor does Hoover advertising constantly play up testimonials. They do not turn the idea into a fetish. They do not try to balance on that one slender point the whole burden of their selling story.

The satisfied customer *does* make a good selling argument, but it's an argument that can be ridden to death. It is worth remembering that the testimonial tells a prospect a whole lot about somebody else's business, but not very much about his own.

The low price argument is another talking point that is often, although by no means always, an effective sales-getter. Some concerns make *that* their particular tight rope. But it doesn't always work.

It is related that a book publishing house tried the experiment, not long ago, of bringing out a new novel by a popular author in both cloth and paper bindings. "Paper-backs" used to sell extensively both here and in Europe, and still have a very large sale in France; but the low price of the paper-bound copies of this novel didn't help to sell it. As a matter of fact, the sales of the cloth-bound copies exceeded those of the "paper-backs" by 54 to 1.

About a year ago a salesman for a motor oil company, finding his canvass getting stale, injected into it some details about the oil fields in South America from which the company derives its crude. The innovation seemed to "take." He repeated it. It "took" again. He elaborated it. Still it continued to help him make sales. Finally, at a sales conference, he sprang it on the "gang." They took to it, and so did the heads of the firm, with the result that the house-organ began to carry illustrated articles about it, an advertising plan was canceled and a new campaign written round the idea, and for months it became a tight rope on which every salesman in the organization poised his canvass.

But it didn't take long to dis-



Why don'tcha break that stick, Dick?

"Oh, I can cut it just as quick."

"Apple-sauce! You're just lookin' for a chance to show us what a swell hatchet you got. Next Walt'll take a hack with his sheath-knife so I can get an eyeful of his pet."

"Pipe down, Jealous. How about that set of tools of yours at home you've been gloatin' about? 'Feel this chisel—some edge! Don'tcha wish you had a plane like mine?' Yeh—you got a fine chance of razzing us!"

The crown jewels of a boy's personal kingdom are his tools. How he loves them, nurses them, and brags about them to his friends. And doesn't he hate to be praised for his skill with tools? Yes, doesn't he? Not if he's as human as the half-million regular readers of

The **American Boy**

The Biggest, Brightest Boys Magazine in All the World

If you combed the country, you couldn't find a better market for tools. Not play tools either—but real, professional ones. These boys average 15½ to 16 years old, and they're in the market for any household tool you make, and the better it is the surer they are to want it. Tell them about your brand in the advertising columns of **THE AMERICAN BOY**.

THE SPRAGUE' PUBLISHING CO., Detroit, Mich.

(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York; 1418 Lytton Building, Chicago



When too great
a burden on a
salesman means
a lost sale

J. WALTER
ADVERTISING

**Household Furnishings and Building
Materials advertised by the
J. Walter Thompson Company**

Barreled Sunlight	Hoosier Kitchen Cabinets
Brenlin Window Shades	Klearflax Linen Rugs
Danersk Furniture	Schumacher Fabrics
Hausermann System	Sonora Phonographs
Herati Wilton Rugs	Standish Fabrics
Richardson Roofing and Shingles	



DINING room table—a kitchen cabinet or a Wilton rug—each of these is a purchase made but a few times in a lifetime.

But at that moment of purchase your product is under the most intense scrutiny. Then its merits must stand forth or the sale is lost forever.

The salesman will tell all he knows about your product. But this may not be enough. He does not—and cannot—know your product as you do. To expect him to win the sale against competitors who are better known may prove a costly risk.

There is only one sure way to have your public know about your product and ask for it. That is to tell them about it yourself—what it will do for them—and why it is better than its competitors.

With the products listed above the J. Walter Thompson Company has been associated in interpreting their use to American homes. If you make a product for household use, the experience of the J. Walter Thompson Company will help you sell in greater volume.

T H O M P S O N C O.

NEW YORK CHICAGO BOSTON CINCINNATI
SAN FRANCISCO LONDON

cover that the majority of the salesmen were not anything like so successful with it as was the originator. In many of their mouths it sounded like a lecture. They handled it stodgily. Prospects shied. And before the year was out the word "crude" had disappeared from their vocabulary.

Phenomenal success in so many fields is due almost entirely to personality, regardless of the methods employed. Men and firms are apt to seize upon sales methods used by some unusually endowed salesman and attempt to imitate them, standardize them, in the hope that every salesman they employ will be able to duplicate their success. They forget that some salesmen succeed with prospects not because of their tactics, but in spite of them.

Charlie Chaplin, in a magazine article, told of the experiences of some moving picture producers which illustrate this point. "When Douglas Fairbanks left the stage and appeared on the screen," wrote Chaplin, "he was an immediate success. He offered something new and different from the conventional type of young American that had come to be known as the screen hero. . . . But in his success the producers saw merely athletics, and one after another acrobats were brought forward to wrest his laurels from him. But Fairbanks' spirit and ability were missing, and some years afterward the original was so firmly established in the public mind that no one bothered any longer to try to imitate him."

The same thing occurred in the case of Valentino. Observing this actor's sudden popularity the producers cried: "He's a foreigner. They are tired of American faces." And forthwith they set sail for Europe to look for imitation Rudolphs.

This danger of jumping to conclusions and attempting to ride a sales department on the crested wave of some sudden fad has often proved disastrous in many lines of business. The way of the imitator is hard.

The salesman who most consistently succeeds is the one whose canvass is elastic enough to suit many diversified species of prospects. And the sales department that succeeds most is the one whose policies are elastic enough to give individual salesmen the required rope to snare the "distant" as well as the "warmed up" prospect.

Terence might have been talking to salesmen when he wrote in the *Hecyra*: "This it is to be wise, when you can bend your mind in whatever direction circumstances may require."

Rigidity in selling seldom works.

The best salesmen often stoop to conquer.

T. J. Carroll Heads Gorton-Pew Fisheries

Thomas J. Carroll, vice-president and treasurer of the Gorton-Pew Fisheries Company, Gloucester, Mass., has been elected president and general manager. He has been associated with the company since its organization.

The other officers of the company are: Vice-president, Thomas S. Gorton; treasurer, George Putnam, and secretary, J. William Darcy. The sales department will continue under the direction of Thomas J. Grace.

Advertising plans for the coming year include further promotion of several new fish products which the company is marketing.

Radio Account with Groesbeck, Hearn & Hindle

The American Specialty Company, Bridgeport, Conn., manufacturer of the Electrola radio receiving set, has placed its advertising account with Groesbeck, Hearn & Hindle, Inc., New York, advertising agency. Magazines and newspapers are used for this account.

J. Walter Thompson to Direct Maxwell House Coffee

The Check-Neal Coffee Company, Nashville, Tenn., Maxwell House Coffee, has appointed the J. Walter Thompson Company, Inc., New York, to direct its magazine and newspaper advertising. This appointment becomes effective February 1, 1925.

Glyco-Thymoline Account for Batten

The Kress & Owen Company, New York, manufacturer of Glyco-Thymoline, has appointed George Batten Company, Inc., as its advertising counsel.

Iowans are great travelers

Glance over the passenger list of a world cruise or a hotel register in Miami or Los Angeles and you'll find Iowa names, for Iowans are great travelers.

The average Iowan is well educated and enjoys a comfortable income. He likes to travel. When he is thinking of a trip he consults the Travel Bureau of his favorite newspaper—The Des Moines Register and Tribune.

These communities attract Iowa travel through advertising in The Des Moines Register and Tribune:

All Year Club of Southern California.
San Antonio Chamber of Commerce.
Colorado Springs Chamber of Commerce.
Boulder, Colo., Chamber of Commerce.
Ten Thousand Lakes of Minnesota Assn.
Wisconsin Land of Lakes Assn.
St. Petersburg Chamber of Commerce.
Minneapolis Civic & Com. Assn.
Ozarks Playgrounds Assn.
Biloxi Chamber of Commerce.
Seattle Chamber of Californians, Inc.
of Commerce.
Oregon Chamber of Commerce.
El Paso, Gateway Club.
Denver Tourist Bureau.
Tampa Board of Trade.
Dells of Wisconsin Assn.
Excelsior Springs, Mo.
Miami Chamber of Commerce.
Friendly Valley, Minn., and others.



The Des Moines Register & Tribune

Circulation Exceeds 145,000 Daily and 130,000 Sunday

Standard Information System on Publishers Is Coming

American Association of Advertising Agencies at Work on Standard Information Sheet on Publications

WHAT information do advertising agencies want to have about publications and their subscribers? How do advertising agencies want such information presented?

Definite answers to these questions will probably be made at the annual meeting of the American Association of Advertising Agencies in Chicago next week.

For more than a year a special committee of the advertising agency association has been studying the question of publishers' contact, by mail and through representatives, with advertising agencies.

During the last year this committee has decided that there should be a standardized form on publication information—that is, standard in size and shape, and standard in the questions to be answered by the publishers.

It is worth while remarking here that while the agents have been considering this problem the publishers also have given thought to it. A. C. G. Hammesfahr, business manager of *Cosmopolitan*, for example, has been giving study to this subject. Mr. Hammesfahr, in fact, had arrived at the point of actually putting a standard form into operation for his publication. His study had led to the same conclusions reached by the agency association, namely a standard form to be kept in a loose-leaf binder. On learning, however, that the agency association was making plans on this subject he deferred final action on his own plan. The Bureau of Advertising of the American Newspaper Publishers' Association stands as another example. It has queried advertising agents on the question of "What kind of information do advertising agencies want from publishers?"

Advertising agents are able to point to many obvious reasons for the necessity of having informa-

tion concerning publications on standardized forms. Chief among these reasons are accessibility to vital figures and facts in short time and the ease of making comparisons.

Complete details on exactly what information the agents believe should be given in the proposed standard information blank have not been made public. Of course questions will vary with different classifications of publications. Suggestions on questions made by publishers, wherever practicable, will doubtless be made use of.

On the question of size: It is reported that the size will probably be 5½ inches by 11. It will also probably be suggested that each sheet carry two holes at specified points on the left-hand margin so as to provide for uniform loose-leaf binding.

In view of the fact that certain publishers have themselves brought forward this question and in view of the fact that numerous obvious reasons can be cited for the necessity of the move, it is not expected by the agency association that the plan will meet with opposition from publishing headquarters.

The agency association will make plain the fact that in sponsoring this move no reflection is intended in any way on direct-mail solicitations of agencies by publishers.

N. E. Horn, Sales Manager, McCallum Hosiery

Norman E. Horn has resigned as advertising manager of the Winchester Repeating Arms Company, New Haven, to become sales manager of the McCallum Hosiery Company, Northampton, Mass. He has been in charge of the Winchester sales service organization and also was advertising manager of the Winchester-Simmons Companies. He will be located at Northampton on October 15.

Watch This Barometer—



Milwaukee Sets a New Building Record!

The total value of building permits issued in September, 1924, amounts to \$6,956,847—exceeding that of October, 1923, the previous high month, by nearly \$800,000. And last year Milwaukee ranked fifth among all cities in total amount of building. That means that there is plenty of business in Milwaukee for those who go after it. The most successful advertisers in the Milwaukee-Wisconsin market have found that they obtain maximum sales at lowest cost by concentrating their advertising in The Milwaukee Journal. During the third quarter of 1924, building material advertisers used 65,487 lines of space in The Journal—nearly 60% more than in the other *two* Milwaukee newspapers combined!

O'MARA & ORMSBEE, INC.

National Representatives

NEW YORK
CHICAGO

SAN FRANCISCO
DETROIT

HARRY J. GRANT, *Publisher*

The Milwaukee
JOURNAL
FIRST—*by Merit*

R. A. TURNQUIST, *Advertising Manager*

More Radio . . .

than any two Chicago

IN March, the peak month of the Chicago Radio selling and advertising season of the winter 1923 and 1924, the Herald and Examiner printed more national display Radio lineage than any other two Chicago newspapers combined.



Circulation Is Power . . .

"BUY IT BY THE MILLION!"

Chicago Herald

NEW YORK: 1819 Broadway

.. Advertising

newspapers combined

NATIONAL advertisers of Radio equipment and accessories will recognize the importance of these two facts:

1. That the Radio Section of the Chicago Herald and Examiner acknowledges the importance of Radio and gives it an essential place in every home.
2. That the Herald and Examiner reaches Over a Million prospective buyers of Radio equipment every Sunday.

and Examiner

SAN FRANCISCO: Monadnock Bldg.

Chicago People Have More Money

this year than last, and some of
it's in the savings banks

On June 30, 1924, according to official bank statements, savings deposits in Chicago banks amounted to \$628,636,000—as against \$583,038,000 on June 30, 1923.

These accumulations represent in large part the savings of thrifty, intelligent, well paid industrial citizens of Chicago. People who are able to respond to legitimate investment offerings brought to their attention.

The Daily News, with 400,000 circulation—1,200,000 daily readers—reaches these very people, the people who represent the great majority of the financially competent citizens of Chicago and its immediate suburbs.

If you have anything to sell to the people, and wish to approach them most effectually, follow the lead of experienced and successful advertisers in the Chicago field* and advertise in

**THE
CHICAGO DAILY NEWS**
FIRST in Chicago

**The Daily News, year after year, carries a greater volume of display advertising than any other daily newspaper in Chicago.*

An Exploration of Industrial Advertising

147 Manufacturers Selling to Industries Answer the Question: What Is Industrial Advertising?

By Charles Noble

HERE has been much talk of late years concerning industrial advertising. By the words "industrial advertising" we mean advertising designed to sell the goods or services of one industry to another industry or industries.

While this talking has been done PRINTERS' INK has been considering ways and means to uncover exactly what industrial advertising is, in order to determine just why it should be set off as a thing separate and apart from consumer and dealer advertising.

For some time it has carried on an investigation of this subject. With statements on hand that answer certain specific questions from 147 manufacturers who can be called industrial advertisers it feels that it can now offer really worth-while information on the subject of industrial advertising.

It might be here remarked that if the investigation just completed shows anything, it shows that the overwhelming majority of American industrial concerns do believe in advertising, believe in it wholeheartedly and practice it assiduously, although most of them are also quite willing to confess that they do not know nearly as much about it as they would like to know, and are eager to learn by exchanging experiences.

Out of 147 statements from manufacturers, only nine excused themselves on the plea that they do so little advertising that their opinions and policies would be of no value in this connection, and six others on the much more interesting and hopeful basis that they are just beginning to advertise as a regular policy, and would prefer to wait and accumulate a little more experience before airing their views on the subject.

But it is time now to set down the method of this investigation—

one of the first serious attempts really to explore and chart the vast and varied territory of industrial advertising.

It began with the compilation of a list of American manufacturing concerns, which, without being long enough to be unwieldy, could be fairly regarded as representative, and as nearly as possible a typical cross-section of American industry as a whole. Every effort was made to give the list as wide and uniform a distribution as possible both in the geographical sense and in the variety of basic and intermediate industries represented.

Such effort as was practicable was also made to slight neither the very large nor the very small organizations, but to include some of each, as well as those of intermediate classification, in about the same proportion as a compilation of the country's industrial concerns as a whole would have shown. And with certain exceptions, the companies listed had seldom if ever been interrogated or investigated by anybody, so far as the writer could discover, in respect to their advertising policies, or lack of them.

Finally, with a few unavoidable exceptions, practically none of them manufactures anything for sale direct to the individual, domestic consumer. The list, on the contrary, includes a fair proportion of producers of such basic industrial commodities as iron, steel, copper and brass; of heavy machinery, of machine tools, of instruments of precision of all sorts for industrial use, of electrical machinery, and of a wide variety of other products.

To the president of each company on this list was addressed a letter, of which the true inwardness was comprised in the

following five questions:

(1) "Does your company make a definite annual appropriation for advertising?

(2) "Who determines the size of the appropriation?

(3) "How is the appropriation determined?"

(4) "What do you believe your advertising should accomplish? Do you advertise for its direct effect on sales, for moral effect, for general prestige, for goodwill?

(5) "When a drop in business calls for a cut in operating expenses, do you increase your advertising, decrease it, or maintain the level previously decided upon?"

It will readily be understood that these questions were only framed after considerable thought and prolonged consultation.

The 147 letters that were received in the course of the investigation form, as a whole, one of the most interesting and illuminating series of individual expressions on advertising, that ever came into the offices of PRINTERS' INK.

If these letters are any criterion (and the present writer believes they are) the typical American manufacturer really enjoys discussing a business problem, is keenly interested in other people's views on it, will enter wholeheartedly into the spirit of an investigation of this sort, and will respond to a straightforward approach with a frank—often refreshingly frank—statement of his own experiences and resulting opinions.

He knows how to express himself, too. Quite a few of the writers of these letters answered our questions in Yankee fashion, with questions of their own. There was no lack of brief and pungent essays on the theory and practice of advertising as it appeared to the writer. Here and there an opinion was compressed into a sentence almost epigrammatic in character.

Detailed analysis of the replies to each question, except the first, which was really fundamental in character, must wait until later

chapters of this report. But it may be set down here, as part of a general review of the results achieved, that in regard to all the questions, one of the most significant features was the fact that only on the first was there any approach to unanimity, or even to similarity, in the opinions expressed or the methods which were described.

It would, of course, be rash to draw too sweeping conclusions from the data resulting from this pioneer investigation. Generalities ample enough to cover the immense field of American industry are not safely to be framed on such brief acquaintance. Further and more intensive studies of the subject, to which it is hoped this first attempt may be an inspiration, will be needed before we can sum up industrial advertising in a series of epigrams.

But in so far as this investigation does show the way, there do not seem to be any fundamental principles applicable in industrial advertising, other than those applicable to all advertising. The people who appear to have been most successful in making advertising serve their ends in industrial distribution seem to have abandoned rule-of-thumb early, if they ever used it at all and to have prospered by intelligent and unprejudiced concentration upon their individual problem.

The first question, it will be remembered, was: "Does your company make a definite annual appropriation for advertising?"

Ninety-four of the replies were unqualifiedly in the affirmative, and ten of the others used phrases which meant practically the same thing.

Thus, the Buffalo Foundry and Machine Company "does not make a definite annual appropriation for advertising, but we do try to keep our advertising within certain limitations. However, this is more or less a flexible ruling, and where conditions justify it we often exceed the contemplated expenditure in some particular field."

The Carlyle-Johnson Machine

Company "does not make a specific hard-and-fast advertising appropriation, but has an idea of about what the sum will be."

"We do not make a definite annual appropriation," says the Century Electric Company, through Vice-President R. J. Russell, "but rather a tentative one, so that there is some flexibility to it if perchance that is needed for any reason."

The Cleveland Twist Drill Company has evolved a method which is unique among the companies which replied to this question.

"For a number of years," it reports, "it was the policy of this company to make no definite advertising appropriation for a given period of time, but rather to decide upon a minimum to cover contracts that had to be made in advance, and then to appropriate for various contingencies as they arose from time to time during the fiscal year.

"At the present time our advertising expenditures are based upon our monthly sales of tools. We decided to take a fraction of a cent per tool sold, and use this for advertising. Thus we take this fraction of a cent per tool, multiply it by the number of tools sold in, say, August, and the result gives us the total amount of money available for advertising three months hence, or during the month of November."

The Clyde Iron Works Sales Company "does not make a definite annual appropriation for advertising; however, it is usually decided at our regular sales convention during the month of July what papers we shall advertise in and to what extent. An approximate sum total of the expense is also arrived at at that time, and we adhere quite closely to a certain definite figure."

It will be seen that this is practically equivalent to an annual appropriation; in fact, it would be interesting to know how many of the other companies who merely answered "Yes" to this same question have any more definite method than this.

President Childs of the Foamite-

Childs Corporation, for example, says that his annual appropriation for advertising is "not so definitely fixed that it is impossible to secure additional or supplementary appropriations to take care of conditions arising during the year."

And the Foxboro Co., Inc., manufacturer of indicating and recording instruments, "makes no definite annual appropriation, but we set a limit which we think should not be exceeded and we try to accomplish the results by keeping within that limit, and, if possible, showing a surplus at the end of the year."

Vice-President Jones, of the W. A. Jones Foundry & Machine Company, in a letter that deserves—and will receive—further quotation in connection with some of the other questions at issue, makes the frank confession that while the company makes an annual appropriation for advertising, the advertising "has always in the past exceeded the appropriation."

With the Lehmann Machine Company, which manufactures high-grade engine lathes, the policy departs so far from the annual appropriation method that "the question of advertising in any publication is laid before the directors and they decide whether or not to go ahead."

The confession of the Standard Scale & Supply Corporation will almost certainly strike a responsive chord in the bosoms of many a sales manager, as well as in that of Mr. Jones, just quoted above.

"We have attempted," says R. H. Chappel, secretary and treasurer, "to set aside a definite annual appropriation for advertising, but have found as a rule that the amount we spend on our advertising usually exceeds the amount we appropriate."

As showing, by way of a sidelight, the different individual reactions to an identical question, the replies of two of the big oil companies—the Sun Oil Company and the Vacuum Oil Company—are interesting, although, as both naturally sell their products direct to the consumer as well as for

industrial use, they probably do not legitimately belong within the scope of the present study.

These two companies describe a method of determining the advertising appropriation which is practically the same in both instances, being based on a fraction of a cent per gallon on the anticipated sales for the coming year. But to the Sun Oil Company this "does not make a definite appropriation," although to the Vacuum Oil Company that is precisely what it does. Probably it was the fault of the question; but we have already explained why that had to be somewhat vague and general.

The Truscon Laboratories, which produce paints, varnishes, and an immense variety of allied products such as cement hardening material, waterproofing and wood-preserving compounds, and so on, makes a definite annual appropriation, but H. G. Doering, advertising manager, says the factors determining it "are exactly contrary to the generally considered ideal method of determining an advertising appropriation (after having failed utterly, in this investigation, to find out what this "generally considered ideal method" is, the writer wishes Mr. Doering would write again and tell him).

"We just dub along from year to year, and freely confess we are opportunists," Mr. Doering cheerfully explains. Here is another letter that deserves, and will get, further quotation as we dive deeper into the subject.

Finally, the Veeder Manufacturing Company, which makes not only cyclometers, odometers, counters, speed counters and tachometers, but also fine die castings, reports:

"We do not appropriate a definite or special amount for advertising each year. During the course of a year we are apt to try out a number of publications, remaining in those that we find reason to believe prove profitable and withdrawing from those that fail to create interest."

This does not by any means exhaust the supply of quotable letters on the subject of appro-

priations, but it covers all the most striking and individual contributions to the discussion, and makes clear the trend of thought revealed throughout the series.

Apparently, the American manufacturer selling to industry, in his advertising policy, wishes to have a pretty definite idea, each year, how much his advertising is going to cost him for that year, but apparently, also, he does not want that cost estimate so rigidly adhered to that, as he would probably put it, he would run any risk of overlooking any good bets thereby.

So he makes an annual appropriation, in more or less definite fashion, but he hopes, rather than insists, that it is not going to be exceeded; and if it is exceeded, nobody feels that any great crime has been committed. And after all, is not this in accord with the general policies of American business, which are aimed to lay a course between hidebound routine and shiftless opportunism, with sufficient definiteness of purpose to avoid the latter, combined with sufficient free play of individual judgment to escape the former?

In a sense, of course, this question of appropriations cannot properly be separated from the two following inquiries, as to the manner in which the expenditure is determined, and by whom the question is decided. In the next chapter of this report, therefore, you shall hear what we found out about these points, with more quotations from the men who have had to decide them for themselves, to illustrate each case.

S. Q. Grady Becomes Merchandising Counsellor

S. Q. Grady has engaged in business for himself as a merchandising counsellor with offices at New York. Until recently he has been director of sales and advertising of the Dairymen's League Co-operative Association, Inc., manufacturer of Dairylea. He has been engaged in marketing work for the last twelve years.

For two years Mr. Grady directed the sales and advertising throughout the world of the Sun-Maid Raisin Growers, Inc., Fresno, Calif. He also was at one time with Thomas J. Lipton, Lipton's tea, as general Western manager.

Selling Securities in Philadelphia

Philadelphia as a market for reliable bonds, stocks and other securities is one of the best in America.

Its manufacturers and its workers are looking for sound investments that will bring them safe and constant returns.

Corporations having securities to market will do well to have their advertising agent plan to tell Philadelphians about them.

Good municipals, railroad, and industrials are constantly in demand and find ready sale in the Philadelphia market.

Dominate Philadelphia

*Create maximum impression at one cost by concentrating
in the newspaper "nearly everybody" reads—*

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



Net paid circulation for the six months
ending September 30, 1924—

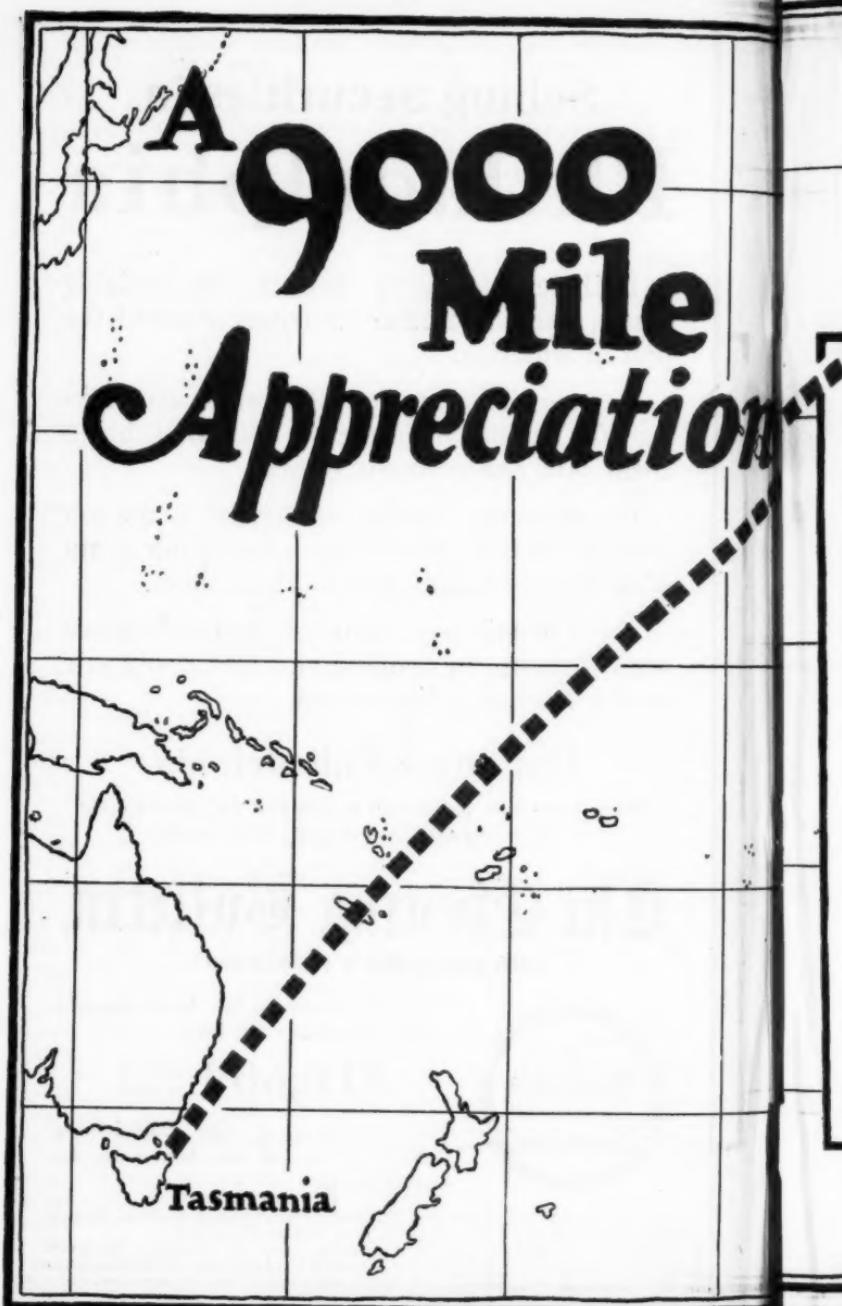
516,609 copies
a day

The circulation of The Philadelphia
Bulletin is one of the largest in the
United States.

New York—814 Park-Lexington Building (46th Street and Park Avenue)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
San Francisco—Harry J. Wittschcn, Verree & Conklin, Inc., 681 Market Street

(Copyright 1924—Bulletin Company)

Oct. 9, 1924



"Long Live America!"

To the Editor of
The Red Book Magazine

Dear Sir:

Will you kindly allow me to thank The Red Book Magazine for its Bruce Barton editorials, and various other articles of an equally elevating and uplifting nature, particularly those by Angelo Patri. How well you cater to the tastes of your many readers so far away! But, of course, we all know that the Americans, as a whole, are decidedly optimistic and far-seeing.

With sincere thanks and many good wishes,

Yours in sincerity,
Sarah J. McKenna

Tasmania, Australia
July 26, 1924

Oct. 9, 1924

Vitality!

WINTER in New Orleans is always marked by an influx of visitors, to whom the mild climate, hunting, fishing, racing, Mardi Gras carnival and other attractions make a potent appeal.

Summer, on the other hand, is going-away time. Every season sees a greater number of Orleanians seeking the cooling breezes of mountain, lake and seashore resorts in other parts of the country.

Yet despite this fact The Times-Picayune gained in both daily and Sunday circulation during the April-to-September period over the October-to-March period.

Nothing could be more eloquent of The Times-Picayune's constant increase in popularity among Orleanians, and of the steady growth of New Orleans—

Sixteenth city, U. S. A.

Second port, U. S. A.

First market of the prosperous South.

The Times-Picayune


Represented in New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta by Cone, Hunton & Woodman, Inc.; in San Francisco and Los Angeles by R. J. Bidwell Co.

Christmas Opportunities to Cement Customer Relations

A Little Show of Sentiment Strengthens the Bonds between Manufacturer and Customer

By Donald Argyle

LAST November a cigar manufacturer retired several of his old sizes and brought out three new shapes. Circulars went out to the wholesalers announcing the new shapes and prices. To familiarize the jobbers and their salesmen with the revised line, the producer decided to make up some sample boxes containing three of each of the four sizes.

The boxes were already manufactured when one of the company's field executives made this suggestion: "It is now the end of November. If we send the sample boxes out now the distributors and their men will be glad to get acquainted with the new sizes, but the matter will end there. It will be simply an ordinary business transaction.

"Why not wait two weeks and then deliver the boxes with our Christmas compliments? December 15 will be near enough to Christmas to have the boxes serve as gifts. And it will still be early enough to help in reminding the jobbers that there is no reason why they shouldn't get some current Christmas business on the new sizes for the dealer's holiday trade."

Around Christmas time a little show of sentiment often goes a long way toward strengthening the bonds between a manufacturer and his customers, be they jobbers or dealers. A little holiday spirit may even serve, at times, to bring an ex-customer back into the fold or induce the almost-sold to wander off his own volition right over the well-known dotted line. The very fact that business seems so much colder and more impersonal than it really is, makes a little unexpected touch of friendship all the more welcome.

A friend of mine, who is sales

manager of a house manufacturing a food specialty which is almost in the luxury class, told me: "We use a little Christmas strategy to get the grocery clerk's good-will in those stores where our line is on sale. As you probably know, many modern grocers, and other retailers for that matter, are chary about letting manufacturers do anything which may unduly influence the clerk in their favor. For example, we would like to circularize the grocery clerks but the idea is not looked upon with favor by most of our retailers in spite of the respect which they seem to have for our products.

"Grocery clerks as a class cannot afford to buy our goods and so they haven't that first-hand acquaintance with them which they are pretty sure to have with Kellogg's Corn Flakes and Campbell's Soups. We have found, however, that most grocers are perfectly willing to let our salesmen deliver a special package of our goods to each of their clerks as a Christmas 'card.' We have always referred to it simply as a 'card' and I think the use of that word has had a great deal to do with the way in which dealers have agreed to the idea. A Christmas 'gift' may sound almost like a bribe to a wary or suspicious sort of retailer but a 'card' sounds perfectly inoffensive."

WHEN DECEMBER IS DULL

A company in another line has a business in which December is unavoidably dull. The salesmen go on their regular monthly trips but orders during the four weeks preceding Christmas are usually pretty small.

During the ten days before Christmas the salesmen have been

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advised to show a friendly interest in the customer's personal holiday plans. There is no set approach. It may be merely, "Well, I suppose you are getting ready for Christmas in your house." If the customer opens up at that the salesman will go on as long on holiday talk as the other fellow wants to, winding up with a "Merry Christmas" and leaving without having a word said about the buying and selling of his line.

In the old days, these salesmen, like other salesmen in that particular field, used to try to get some business anyway or get the dealer committed to placing an order as soon after January 1 as possible. The change to Christmas greetings has benefited the manufacturer in two respects. For one thing, it is a real builder of good-will. And curiously enough, the fact that the salesman doesn't try to force through a piece of business makes a great many contrary souls talk about buying and selling that product anyway. They simply aren't accustomed to having a salesman call and not talk business. So if he won't do some selling they try to do it for him. There are people who are constituted that way, you know.

Any good salesman knows enough to wish his dealers Merry Christmas if he happens to call on them at a date reasonably near December 25. But not all salesmen are good ones. Many forget the clerks or think that part of the job a waste of time. A tire salesman with whom I once traveled for a few days before Christmas made a special point of talking Santa Claus with the supply store salesmen and garage keepers. "Those fellows," he confided to me in English not too elegant, "can go a long way toward killing or selling our goods and right now I can't afford to go out of our dealers' places without wishing every man Jack of 'em a Merry Christmas."

Where the manufacturer has a list of the names of retail clerks or jobber's salesmen, he will often find it good business to

send each one of them a Christmas card. Even the cheapest variety of card may be better than none at all. One manufacturer bought copies of an inexpensive edition of Dickens' immortal "Christmas Carol" and sent them to the retail salesmen employed by his customers. It cost no more than a couple of good cigars but was of permanent value. And it was taken home where the explanation of the recipient brought the manufacturer's name out into the open again.

Among the various dealer helps provided by a manufacturer of men's clothing are a series of postcards which his exclusive agents can get to mail to their customer and prospect lists. Last year, for the first time, one of these postcards was made as a holiday greeting card. All cards are printed in three colors, so it was possible to make a Christmas card that compared favorably with the most expensive ones.

The manufacturer's name does not appear on the card. In this case it is hardly necessary, as the dealer handles his clothing exclusively. Any additional good-will secured by the dealer when translated into sales of clothing is sure to be of benefit to the manufacturer. This card has proved to be one of the most popular dealer helps which the manufacturer supplies.

USES TRADE CHARACTER FOR CHRISTMAS GIFT

Another dealer help which a different manufacturer supplied to his trade served a double purpose and proved very acceptable. This manufacturer has a trademark character. A card was produced measuring about two feet by three and printed on strong stock. Its design consisted simply of a large holly wreath. Within, was a perfectly conventional greeting in Old English letters, "We wish you a very Merry Christmas." At the bottom was the manufacturer's trade character, not too conspicuous in size. The card was printed in colors and the whole

The George L. Dyer Company

42 Broadway, New York

76 W. Monroe St., Chicago

The Planters' Bldg., St. Louis



Newspaper
and
Magazine
Advertising

Publicity and
Merchandising Counsel

effect was very rich. The manufacturer sent it carefully wrapped and accompanied by this letter:

"Dear Sir:

"We prepared a Christmas card to send you with our best wishes for a happy holiday season. When we saw the design the thought occurred to us that if the card was made large enough for your window it might serve a double purpose.

"Its primary purpose is to convey to you our own best wishes. But after you have seen it, you can, if you so desire, place it in your window where it will serve also to convey your friendly Christmas greetings to those who pass by the store.

"If you find that the card is useful in that way, we shall be very glad indeed."

The salesmen reported that the card was heavily displayed and numerous letters of thanks were received from dealers.

This year the same manufacturer will try a different card of the same nature.

A manufacturer of several household specialties will send to his dealers on November 15 a small and inexpensive two-page folder which lists a number of appropriate gifts, "For Mother," "For Father," "For Grandmother," "For Grandfather," "For a Young Lady," "For a Young Man," "For a Boy," "For a Girl." Under each heading are several suggestions which ought to offer real help to the bewildered Christmas shopper. The manufacturer's several specialties are included. But they are only a few among a great many items. The idea is to give these folders in quantity to the dealer who can enclose them with each bundle wrapped up in his store, starting late in November or around the first of December. The best way to wish the dealer a Merry Christmas is, after all to show him how to get more business and that is what this manufacturer proposes to do.

Another manufacturer pleased his dealers two years ago by supplying them with a roll of special Christmas wrapping paper having a holly pattern. The cost was small compared with the good-will secured.

This year his form of Christ-

mas help for the dealer is different. He has had small rubber stamps made having "Merry Christmas" within a wreath. One of these stamps, together with a green ink-pad, is being given by the salesmen to each live dealer or prospective customer. The stamp can be used for relatively the same purposes as Christmas seals.

Christmas cards to the trade can take many forms. Beginning with September 1, the stenographers in the offices of an Ohio concern were given a form letter conveying briefly, and in a very pleasant way, Christmas greetings for the president of the company. The notes are all dated a few days before December 25.

THE PERSONAL TOUCH

When there was nothing else to do, the girls were asked to work on these letters, typing them individually on the president's letterhead. As they were typed the president in turn has used his spare time to sign each one in his own handwriting and with his own fountain pen. Then the letters are set aside. The company has nearly three thousand customers on its books, but by handling the letters in this way the plan does not involve any serious burden on either the girls or the executive. On the proper date the whole accumulation of mail will be sent out.

Place yourself in the position of one of those dealers! A real typed letter on the president's own stationery and bearing the president's own signature comes to you. There are certainly going to be a lot of those dealers who will say, "By jiminy, there's the kind of a house I like to do business with!"

These ideas all represent a comparatively small expense. That is one of the advantages obtained by using Christmas as an opportunity to cement customer relations. Good-will is in the air during the Christmas season and it is less expensive to corral some then than at any other time of the year.

NEW products are continually coming into the Indianapolis Radius Market, winning representative distribution and volume sales for themselves quickly in this compact, prosperous market. Invariably those successful ones are News advertised.



At every place a bowl piled high with healthful Kellogg's—and breakfast's on the dot!

1st On breakfast tables all over the country, Kellogg's Corn Flakes are the most popular breakfast cereal.
 2nd For a quick, nutritious meal, Kellogg's Corn Flakes are the best cereal to eat.
 3rd Convenience and economy make Kellogg's Corn Flakes the most popular cereal in the world.

Kellogg's
CORN FLAKES

Great taste
 Great value
 Great convenience
 Great nutrition
 Great economy
 Great service



KELLOGG'S
 is an eminently successful product in the Indianapolis Radius. Advertised in The News exclusively.

—
FRANK T. CARROLL
Advertising Mgr.

New York Office
 Dan A. Carroll
 110 E. 42d Street

Chicago Office
 J. E. Lutz
 The Tower Bldg.

Dealers do Cooperate with Ad

No matter where located, the retailer is fairly swamped with proofs of advertisements to be pasted on his front window, electros and mats for use in his local papers, inserts, stuffers and form letters to be sent to his mailing list. Competition has put a high price on his windows for special displays and on his floor space for demonstrations. No wonder he balks and demands a voice in the program of which he is to play so important a part.

In Cincinnati, however, there is one form of advertising that seldom fails to secure genuine cooperation, hearty and enthusiastic, from the retailer. This is display advertising in the Times-Star.

The "hard-boiled" merchant who fails to respond to a "long distance campaign,"

CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Advertisers in Cincinnati

registers *attention, interest and desire* when assured of display advertising in the Times-Star. He backs his initial order with window displays and he links up his advertising with that in the Times-Star because he knows that the Times-Star reaches *every native, white, literate family in this market* with a selling influence that has no rival. He knows that the Times-Star has a larger circulation in Cincinnati than any other publication, monthly, weekly, daily or Sunday, and that for sixteen consecutive years it has carried more display advertising than any other medium in this market.

Give him the Times-Star advertising to cooperate with and you will find the Cincinnati dealer to be a first rate co-operator.

TIMES-STAR

Member of Audit Bureau of Circulations

Oct. 9, 1924

RADIO IN CHICAGO

This magazine, of 16 pages or more, 100% Radio, is published every Thursday as a supplement of The Chicago Evening Post. It is the only Radio Magazine published by any Chicago newspaper. The Post sells for 3 cents on Thursdays, as on other days. RESULT—The Post Radio Magazine goes into all Chicago homes where there is radio interest, and remains there permanently.

Advertisers and Advertising Agencies — This magazine COVERS the Chicago Radio field, at a very low rate. Write for data.



Page Size 10½ x 16½

BROADCASTING
ON 370 M. W. L.

in Co-operation with

Edgewater Beach Hotel
Call Letters WEBB

**THE CHICAGO
EVENING POST**

"Chicago's Best and
Cleanest Paper"

National Representatives
KELLY-SMITH COMPANY
Broadway at 34th St., New York
14 E. Jackson Blvd., Chicago

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

Chain Grocers on Road to Billion-Dollar Annual Sales

Many Facts of Interest to Advertisers Brought Out at Convention of National Chain Store Grocers' Association

CLOSE to \$750,000,000 annually is the sales volume of the chain-store grocery business. This fact was brought out during the fourth annual convention of the National Chain Store Grocers' Association of the United States. The meeting was held at Atlantic City on October 1 and 2. There were two morning and two afternoon sessions, with a banquet in the evening of the first day.

E. G. Yonker, of the Sanitary Grocery Company, Washington, D. C., and president of the association, opened the convention and in the course of his talk mentioned the sales figure quoted above. "With this vast outlet for merchandise," he said, "it is apparent that the industry, as a whole, holds a position which at least commands the attention of producers and manufacturers."

Many manufacturers continue to think that chain stores are merely cut-price shops where a few nationally advertised leaders are used as bait to attract bargain hunters and where the bulk of the merchandise carried is unknown or private-brand stock. But a great change is taking place, not only among the operators of chain stores themselves, but in the attitude of certain far-seeing manufacturers who have taken the time to study the tremendous growth of the grocery-chain idea during recent years. At least one manufacturer of a nationally advertised food product now has a "Chain Store Division," in charge of a traveling sales manager. He spends his entire time developing chain-store business. Others probably have the same thing, though perhaps not called, by that name.

Twelve men, each the proprietor of a grocery chain-store system, met in New York in 1920 and formed the National Chain Store Grocers' Association of the United States. Today, the association

has seventy-three members, consisting of chain grocery store organizations in twenty-four States and the District of Columbia. These seventy-three members operate stores reaching a total of over 16,000.

Among the more important chain-store systems which are members of the National Chain Store Grocers' Association are:

The Great Atlantic and Pacific Tea Company, Jersey City; H. G. Chaffee Co., Daley's, Inc., Sam Seelig Co., all of Los Angeles; Martha Washington Stores, San Francisco; Sanitary Grocery Co., Washington, D. C.; The Quaker Maid, Inc., Louisville, Ky.; J. W. Crook Stores Co., Baltimore; the Connor, Gray, O'Keefe, Cloverdale and Overland chains of Boston; Union Pacific Tea Co., Kansas City; three important chains in Brooklyn; seven chains in New York City; F. W. Albrecht Grocery Co., Akron; Foltz Grocery and Baking Co., Cincinnati; Fisher Brothers Co., Cleveland; United States Stores Co., Columbus; the International Sales and Produce Co. and Skaggs United Stores of Portland, Oregon; P. H. Butler Co. and S. B. Charters' Grocery Co., of Pittsburgh; Almar Stores Co., of Philadelphia; Mr. Bowers' Stores, Inc., Memphis; D. Pender Grocery Co., Norfolk, and chains in Spokane, Seattle and Tacoma.

From this it will be seen that the grocery chain store movement is not confined to one or two particular sections of the country, but prevails in practically all sections, and more significant still, new chains are constantly being organized and the trend toward chain store operation is pronounced and important. Manufacturers of grocery products will do well to plan their sales campaigns with this development in mind. It is estimated by one authority that on food products alone the American people spend annually about six billion dollars and that about 15 per cent of this total is distributed through chain stores in the United States as a whole, while the distribution in the larger cities or more congested territories will reach 50 or even

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60 per cent of this great total.

Mr. Yonker pointed out that convenience of location, good quality of merchandise, moderate prices and courteous attention are the things which help make a chain store a successful business enterprise. The chain store, he said, offers itself to producer and manufacturer as an economical and reliable channel of distribution, the shortest route from field and factory to consumer's table.

It was Mr. Yonker's opinion that as an outlet for manufactured products the chain store stands supreme. Be the chain ten stores, or a thousand or more, one successful sales solicitation and the manufacturer has his distribution in every unit in the chain, there to supply immediately all demands created by the manufacturer's publicity and sales-promotion work. He deplored the practice of price-cutting and expressed the hope that chain-store operators would recognize that the best and only policy is to make each item handled pay its own way. Substitution is a practice, he declared, which would drive customers away and ought to be discouraged.

Following the reading of the annual report of the secretary-treasurer, Alfred H. Beckmann, and a review of legislative matters by the counsel of the association, Clark McKercher, the association was addressed by J. M. Fly, president of Mr. Bowers' Stores, Inc., Memphis, Tenn., on "A Justification of the Chain Store Grocer." In his remarks Mr. Fly made the point that the rapid growth of the chain-store grocer has removed, in large part, the number of hands through which foodstuffs formerly passed. He showed how the chain store, since it invades the outskirts and suburban sections of towns, is an important factor in community building. The chain store, he said, must avoid the idea of "cheap goods cheap," and rather promote thrift through the handling of commodities distinguished best by the phrase "Quality and variety without extravagance" at

prices within the reach of average pocketbooks.

Joseph A. Daley, president of Daley's, Incorporated, Los Angeles, speaking of the good work done by the Western Chain Grocers' Association, which has twenty-two members on the Pacific Coast, operating one thousand or more stores, said that two years ago there were no manufacturers who would sell merchandise to the Western chain-store men. Sales managers of Eastern concerns, he declared, seldom traveled west of the Mississippi River. Now, however, due to the co-operative efforts of the members of the Western association, it is possible to buy lines direct from the manufacturers.

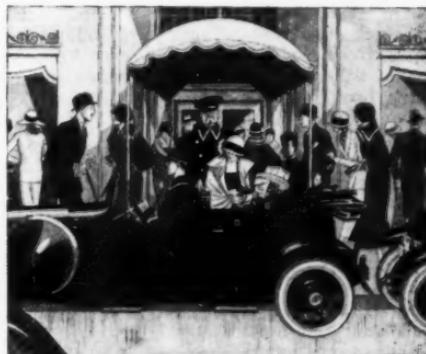
Much discussion was provoked by the recommendation to adopt a uniform accounting system for chain stores and a committee of three members was appointed to prepare a questionnaire which will be sent to all members in an effort to obtain data upon which an ideal system may be compiled.

C. F. Adams, of the John T. Connor Company, Boston, told the convention that a healthy growth in chain-store development would be retarded more by the desire of chain-store systems to grow too fast than by the opposition or competitive efforts of independent merchants. He spoke of the danger of establishing stores in self-competing locations; of paying a higher rent for a location in order to compete with an independent retailer who pays a normal rent; and of paying increased wages to store managers and employees.

PROSPERITY A DANGER

"If there is danger threatening us," he said, "it is danger from within, and it is the danger of over-development and too much prosperity. We should avoid competing with ourselves on locations, rents and wages, and direct our efforts toward improving the quality of our merchandise, our service to the public and developing our employees."

The question of concentrating



© Vanity Fair

SHOPPING

is your merchandise mentioned here?

She puts on her street costume — another careful toilette. She steps into her car — and off to the department store, or the smart little couturier, or the milliner, or the jewelry shop, or the beauty parlor.

He too, does a lot of shopping on his own account. Clothes, hats, haberdashery, shoes, sporting goods, cigars — his standard of living demands a constant heavy expenditure on these and many other things.

But with her, especially, shopping is a daily pastime, not an occasional necessity. That's why the dealer shows such ready interest in the merchandise of advertisers cultivating her trade.

Who are these people who live in such luxurious modern fashion? The readers of Vanity Fair. The finest advertisers use its pages to reach them.

VANITY FAIR

One of the Condé Nast Group

Oct. 9, 1924

on grocery items or extending the stock of the chain store to include other lines such as household furnishings, fresh meats, vegetables and fruits, baked goods, tobacco and the like, brought forth many differing opinions. One chain store system, located in Akron, Ohio, experimented with a carload of step-ladders during the house-cleaning season and sold them successfully. This same chain sells footballs during the season every year. When a certain chain discontinued its delivery system during the war, it put in coaster wagons and sold them in large quantities to customers with children, and the children use them for bringing home bulky articles like sacks of flour. Another chain added a line of tric平ators to sell more coffee and Pyrex teapots to sell more tea. Others carry brushes and brooms.

BREAD A GOOD LEADER

Many chain grocery store systems have added bakeries and have found them profitable. Bread is said to be a good leader with practically all chain stores and a number have added cakes and pastry. In at least one instance a large chain system putting out its own bread recently added an advertised bread and made large sales of that bread without a decrease in the sales of its own brand.

The association declared itself in favor of requesting manufacturers to discontinue the offering of premiums to store managers to further the sale of products even though the deals are supposed to be made through the central office.

Officers elected for next year are: J. M. Fly, of Mr. Bowers' Stores, Inc., Memphis, Tenn., president; Thos. W. Burke, Foltz Grocery and Baking Company, Cincinnati, Ohio, first vice-president; D. Pender, D. Pender Grocery Company, Norfolk, Va., second vice-president; J. C. West, S. M. Flickinger Company, Inc., Buffalo, N. Y., third vice-president; Alfred H. Beckmann, New York, secretary-treasurer.

Members of the executive committee elected for the ensuing year are: Harry J. Southwell, The Great Atlantic and Pacific Tea Company, Jersey City, N. J.; Henry C. Bohack, H. C. Bohack Company, Inc., Brooklyn, N. Y.; J. A. Daley, Daley's, Inc., Los Angeles, Cal.; H. G. Hill, H. G. Hill Company, Nashville, Tenn.; M. B. Skaggs, Skaggs United Stores, Portland, Ore.; J. W. Crook, J. W. Crook Stores Company, Baltimore, Md.; Oscar Riepe, Benner Tea Company, Burlington, Ia.; E. E. Gray, E. E. Gray Company, Boston, Mass.; C. Krakovitz, Almar Stores Co., Philadelphia, Pa.; Henry Schaffer, Schaffer Stores Co., Schenectady, N. Y.

Los Angeles was tentatively selected as next year's convention city. The matter will not be definitely settled until some time in August, 1925, when attendance pledges will be asked for from all members. Should the number of pledges secured show a disinclination on the part of a majority of the members to attend because of the long trip, an Eastern or Mid-Western city will be selected by the newly created Management and Advisory Board of the association. This new board will consist of four members and President Fly and Secretary Beckmann. Its function will be to afford quick action on questions of pressing importance which could not be otherwise settled without delay if submitted to the widely scattered Executive Committee. The members of the new Board are President Fly, chairman; Secretary Beckmann; C. F. Adams, Boston; Harry Southwell, Jersey City; D. B. Gristede, New York, and H. C. Bohack, Brooklyn.

Another Definition of Advertising

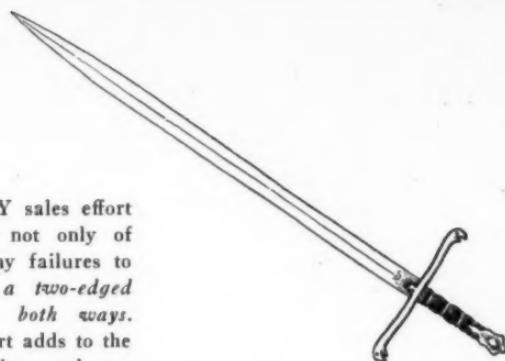
J. L. ARNOLD
NEW YORK, Sept. 20, 1924.
Editor of PRINTERS' INK:

Destructive criticism is easy, but by way of a constructive effort, I wish to offer this definition for your approval:

The preparation and distribution (or circulation) of material influencing or directly or indirectly arousing interest in a commodity or service, is advertising.

J. LAWRENCE ARNOLD.

UNNECESSARY sales effort is the cause not only of waste but of many failures to succeed. *It is a two-edged sword and cuts both ways.* Every wasted effort adds to the cost of Distribution and exhausts resources which might have been applied usefully in another direction.



—From "Population's Purchasing Power," Domestic Distribution Department, Chamber of Commerce of the United States.

IN national distribution the first step in avoiding "unnecessary sales effort" is to concentrate the greatest selling and advertising energy in the primary market—the 663 Principal Trading Centers.

Cosmopolitan 35¢

In the primary market of the United States Cosmopolitan is naturally the primary medium because of its own sales concentration.

Oct. 9, 1924

News!

ACCORDING to government statements of circulation for the six months' period ending September 30, 1924, the DAILY NEWS (New York picture tabloid) not only has the largest weekday circulation in America, but exceeds the second largest weekday circulation (a New York evening paper) by considerably more than one hundred thousand. The average for the DAILY NEWS is 786,398—a gain of 65,536 over the statement of six months ago.

The SUNDAY NEWS shows a new high average of 807,279—a gain of 145,137 over the government statement of six months ago. The SUNDAY NEWS now has the second largest Sunday circulation in New York and the fourth largest Sunday circulation in America.

Oct. 9, 1924

Can You Imagine Bankers *Enthusiastic* Over Business

—♦—

THAT is exactly what they are doing in Oklahoma! When the outlook for bigger, better business is so good that bankers over all the State write enthusiastic letters to us about it, then we say conditions are *violently* good!

For example: We have letters from the First National Bank at Enid and the State National Bank at Shawnee, both reporting \$100,000 increases in deposits within the past sixty days! Another bank at Bison reports a \$40,000 increase, while the bank at Okarche writes that its de-

posits have been enlarged 90%. These banks are in small towns entirely dependent upon the farmer for their prosperity.

A composite statement made up of extracts from the letters of 250 bankers, representing every county in Oklahoma, will be mailed to you upon request.

This year, as never before, Oklahoma offers a wealthy, able-and-ready-to-buy farm market. Approximately 75% of this great market is reached influentially and economically by the *Oklahoma Farmer-Stockman*.

**The OKLAHOMA
FARMER-STOCKMAN**
CARL WILLIAMS
Editor
Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.
E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

Why and How Patent Advertising Is Censored

Commissioner of Patents Explains the Work of His Office in Preventing Untruthful Advertising by Patent Attorneys

*Washington Bureau
of Printers' Ink*

WHEN actual results are considered, it is surprising that the effective censorship of the Patent Office over the advertising of patent attorneys has attracted so little attention. Under four different Patent Commissioners, the office has waged war against all forms of misleading, fraudulent and exaggerated advertising, published for the purpose of taking advantage of the public in the promotion of the patent service of the Government.

The lure of the patent is country-wide. We have the reputation of being a nation of inventors, and about every third member of the population is a prospective or at least a possible patentee. Hence, quite naturally, the schemes for extracting the would-be inventor's dollars have been as multitudinous as they were nefarious; but for a number of years no other Government agency has so quietly accomplished more in preventing advertising crimes and evils.

In a recent interview, Patent Commissioner Thomas E. Robertson said that since he was appointed to office in 1921 by President Harding, he has continued the practice of his predecessors in seeing that patent advertising told nothing but the truth. When appointed, Robertson was president of the American Patent Lawyers' Association, and has always advocated the highest ethical principles in the practice of patent law. But he was emphatic in his assurance that neither he nor the Patent Office organization is in the slightest degree prejudiced against the legitimate use of advertising by patent attorneys and lawyers.

Mr. Robertson called attention to the fact that many lawyers and firms of the highest character

publish their cards and advertisements in the several national law directories, and he said that, in principle, he could see no difference between mediums of the kind and those which reach the general public.

"The use of advertising," he added, "we consider entirely a personal matter for the attorneys to decide. We realize that general good may result from making the service of the Patent Office correctly known to large numbers of people through the means of advertising. Even though the volume of advertising published by attorneys has increased the business of the Patent Office, it is insisted that the advertising, in every instance, be honest in both intent and effect, and we are doing everything we can under the law passed by Congress authorizing the regulations of the office to protect the public against all forms of misleading and false claims in all kinds of advertising by patent attorneys."

The power of the Patent Office to supervise the advertising of attorneys is a result of its authority over registrations. The "Rules of Practice in the United States Patent Office" defines the qualifications of those who are eligible for registration, and then states, "No person not registered or entitled to recognition as above provided will be permitted to prosecute applications before the Patent Office." And in 1918 the following rule which had been in effect in the Pension Office for a quarter of a century was added to these rules:

Every attorney registered to practice before the United States Patent Office shall submit to the Commissioner of Patents for approval copies of all proposed advertising matter, circulars, letters, cards, etc., intended to solicit patent business, and if it be not disapproved by him and the attorney so

notified within ten days after submission, it may be considered approved.

Any registered attorney sending out or using any such matter, a copy of which has not been submitted to the Commissioner of Patents in accordance with this rule, or which has been disapproved by the Commissioner of Patents, shall be subject to suspension or disbarment.

Under this rule the Patent Office has succeeded in correcting many objectionable advertised claims and misleading statements. Among the most common formerly used were phrases that could be accepted as definite offers, such as, "A million dollars for a patent," and "A manufacturer will pay you \$100,000 for a simple invention." For almost six years now, all statements of the kind have ceased to appear in the advertising mediums.

Several years ago, all offers of "free search" were placed under the office ban. Mr. Robertson explained that his predecessors had adopted this rule, since an investigation showed it to be impossible for an attorney to conduct a profitable business and continue to make his searches free in a way that the office considered adequate.

The Commissioner has also required several attorneys and firms to discontinue the practice, not unknown in many other lines of business, of reproducing photographs of large office buildings and designating them only as "Our New York Branch," or "Our San Francisco Branch" and the like. Now, in every instance, the advertisers are required to state the numbers of their offices or suites in the captions of such illustrations, so as not to give the impression that their branches occupy the entire buildings.

"To well informed people," Mr. Robertson continued, "many of the objectionable phrases would not succeed; but we are guided in our work of supervision by the fact that many of the readers of the advertising are not technically informed, evidently, and that a great many applications for patents come from the farming and isolated districts of the country. The most credulous people are usually the least able to lose their money, and we endeavor to pro-

TECT them so far as possible. We are first concerned with the advertising, the means of contact between the attorney and his prospective clients, and we then give just as careful attention to the follow-up material."

In the Patent Office collection of advertising booklets, folders and other pieces are several interesting specimens of "before and after" to illustrate the effect of the office's supervision. In one, a full-page illustration of the Patent Office Building showed the office building in which the advertiser had his offices looming apparently directly across the street; but in the revised edition, which was the one circulated, the roof of the office building was shown, and in its proper location some distance away. Several others showed corrections of attempts to exaggerate the size of offices and organizations with the use of "doctored" photographs.

DISHONEST ADVERTISERS' TRICKS

Usually, the dishonest advertiser promises great reward for an invention to take the place of some universal process such as glazing windows with the use of putty. Or he may suggest the invention of a device to take the place of the brush in painting houses and barns, and then offer a suggestion like, "compressed air might be used."

Scores of these "bait" suggestions have been devised and published with the sole intention of encouraging credulous people to apply for patents on methods and devices that have been patented long ago. A number of cases have been handled by the Patent Office in which dishonest advertisers, after having secured a number of applications of the kind, have written glowing letters in praise of the ideas, and then, pending final action by the office, have induced the applicants to apply for foreign patents, with, of course, profitable fees to themselves.

All advertising material which offers hints or suggestions on patentable ideas greatly in demand has been practically abandoned by registered attorneys. And in justice to the advertisers as a class, Mr.

"A Class Magazine in a Class by Itself"

Ten years ago....

AS MUCH AS 25,620
LINES OF DISPLAY ADVER-
TISING IN ONE ISSUE OF
Harper's Bazar

Today....

AS MUCH AS 83,503
LINES OF DISPLAY ADVER-
TISING IN ONE ISSUE OF
Harper's Bazar

*[The comparison is between the issues
of October, 1914 and October, 1924.]*

In ten years.... Harper's Bazar has
been developed intensively so
that now it may be absolutely
said, "There is no other publi-
cation like Harper's Bazar."

Harper's Bazar

2/- IN LONDON

50c

6/- IN PARIS

Oct. 9, 1924

Robertson was careful to explain that the offenders in this respect are among unregistered attorneys. There is no law to prevent any individual or firm from advertising a service for the purpose of securing patents, and it is the unregistered operators who now cause most of the trouble, since the Patent Office has no control over them because they are not registered attorneys.

It would require many pages to describe in detail all of the remarkable results achieved by the censorship of the office. In preventing innumerable questionable and fraudulent schemes, the supervision has done much for "Truth in Advertising"; it is an excellent model for other Government departments; but perhaps the most valuable result of the Patent Office censorship is the encouragement it gives to the correct presentation of a most important Government service, a fact that was emphasized by Mr. Robertson in his concluding remarks.

"Patent law," he said, "is a highly technical subject. A patent may be worth a great deal, or it may be worthless, depending on how the application is drawn and worded. Unfortunately, some advertisers have appeared to promote their business with the sole idea of filing as many applications and securing as many patents as possible, regardless of their value to the clients of the advertisers. Many others, however, have co-operated with us to the fullest extent, and the honest, sincere advertising material they have circulated has been of value in educating the public to recognize the highly technical nature of the subject and the importance of having every application drawn by an honest, experienced and registered patent attorney or lawyer."

New Account for Calvin Stanford Agency

The Calvin Stanford Advertising Agency, Atlanta, Ga., has obtained the advertising account of the Dixie Metal Products Company, Inc., Birmingham, Ala., manufacturer of metal radiator cabinets, medicine cabinets, roof flashings, auto top protectors and automobile door handles.

New Trade Paper to Be Published at Indianapolis

Industrial Finishing is the name of a new trade paper which will be published at Indianapolis in the interests of users of fillers, shellacs, varnishes, etc. The first issue will appear in October. C. A. Larson, New York, has been appointed Eastern representative and M. H. Friedman, Chicago, Western representative.

California Campaign for La Natividad Cigar

The Petri Cigar Company, Inc., and Ehrman Bros. Horn & Company, both of San Francisco, are conducting a campaign in California newspapers on the La Natividad cigar. This advertising is being handled by Emil Brisacher and Staff, advertising agency, of that city.

English Radio Batteries Advertised in Canada

Elmer B. Cogswell, distributor at Toronto, Ont., for Fuller radio batteries, manufactured in Great Britain, is using space in Canadian magazines to advertise this product. The advertising is directed by A. J. Denne & Company Ltd., Toronto, advertising agency.

Newspaper Campaign for Pilgrimage

A campaign in California newspapers is being conducted for the Serra Pilgrimage at Monterey, Calif., from October 12 to 19. This advertising is being handled by Emil Brisacher and Staff, San Francisco, advertising agency.

Magazine Campaign for Stromberg Carburetor

The Stromberg Motor Devices Company, Chicago, is planning a new campaign to advertise Stromberg carburetors in magazines. The campaign will begin in October. The Sehl Advertising Agency, Chicago, directs this account.

Fabric Account with Alfred Austin

The Brunswick-Harris Corporation, New York, has retained the Alfred Austin Advertising Agency, of that city, to direct a sales promotion and distribution campaign on its new line of Shrunk-Fast wash fabrics.

Joins Lobell Company

William A. Oldridge has been appointed New York representative of the William A. Lobell Company, Chicago, direct-mail advertising. This company was formerly the Lobell Priestman Company.



Concrete Mixer



Food Product Mixer

Spanish engineers had only one word for both these pieces of equipment, until Ingenieria Internacional gave them a new word for "concrete mixer"!

INGENIERIA INTERNACIONAL, the leading engineering and industrial paper in the Spanish-reading countries, is performing a unique service. It is adding to the Spanish language the accurate technical terminology of industry.

For instance, the Spanish word formerly in common use for the two pieces of equipment shown above was *mezcladora*. This is a general term for "mixer." You might use it in referring to a concrete mixer, a food product mixer, or a cocktail shaker!

Ingenieria Internacional pointed out that such ambiguity should have no place in the language of industry. It insisted upon the use of *hormigonera*, a word which can mean but one thing—a concrete mixer. The word was accepted.

Hundreds of such corrections in technical terminology have been made by Ingenieria Inter-

nacional. These have been accepted with enthusiasm by Spanish-reading technical men.

As the result of rendering real service to its readers, Ingenieria Internacional steadily builds its prestige among Spanish-reading engineers and industrialists.

A strong paid circulation follows naturally.

The 15 McGraw-Hill engineering, industrial and merchandising publications serve the men who buy in the following fields:

Electrical: Electrical World, Electrical Merchandising, Electrical Retailing, Journal of Electricity.

Construction and Civil Engineering: Engineering News-Record.

Mining: Engineering & Mining Journal-Press, Coal Age.

Transportation: Electric Railway Journal, Bus Transportation.

Industrial: American Machinist, Industrial Engineer, Power, American Machinist (European Edition), Chemical & Metallurgical Engineering.

Engineering in Spanish-Reading Countries: Ingenieria Internacional.

Ingenieria Internacional

A McGraw-Hill Publication
Tenth Ave. at 36th St., New York



THE *Delineator* founded the Better Homes Movement in 1921. It is now three years old—and growing rapidly.

The 1924 Campaign smashed all records.

Every state in the Union—and Alaska—participated. More than 1,000 Communities held demonstrations.

Millions of people visited these demonstrations. Millions more read about them. Millions of others were reached by lectures, essay contests, motion picture films, etc.

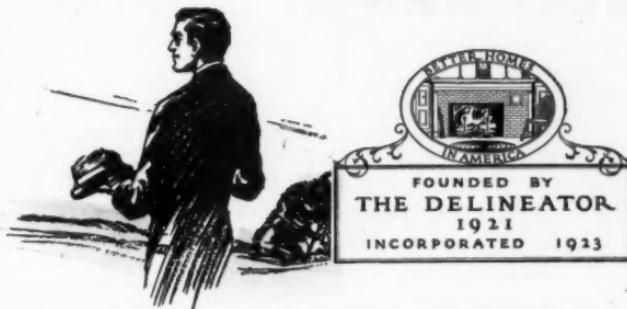
Better Homes is sweeping the country. It is endorsed by prominent officials,—leaders in the nation's life.

Such names as these are on the advisory council: President Coolidge (chairman), Dr. Hubert Work (Secretary, Department Interior), Herbert Hoover (Secretary of Commerce), James John Davis (Secretary, Department of Labor), Julius H. Barnes (President U. S. Chamber of Commerce), Dr. Hugh S. Cumming (Surgeon-General Public Health Service), Mrs. William

HOMES

and

You



Brown Meloney (Editor The Delineator), Dr. John James Tigert (Commissioner of Education), Mrs. Thomas G. Winter (recently President General Federation of Women's Clubs).

Better Homes was started, financed and developed by The Delineator.

So successful is it that it has been incorporated, under the laws of the state of Delaware, as a public service corporation. In appreciation of the Better Homes Movement and its far-reaching influence, the Laura Spelman Rockefeller Foundation is contributing \$100,000 a year for three years, to maintain the national headquarters at Washington, D. C.

Thus Better Homes in America, Inc., is continuing the great work initiated and built up by

THE DELINEATOR

THE BUTTERICK PUBLISHING COMPANY
CHICAGO NEW YORK SAN FRANCISCO

WHEN YOUR MESSAGE MUST REACH HOMES

Appealing solely to the natural instinct of that great mass of home-lovers and home-makers—those who take pleasure and pride in the home and its surroundings—**BETTER HOMES and GARDENS** touches a responsive chord in the hearts of its 450,000 paid-in-advance subscribers.

They read it to learn how to build a new home, furnish it attractively, make it comfortable and beautify its surroundings. They read it to learn how to get greater joy in making the house a *real* home.

Ninety-eight percent of its readers live in houses. Eighty-five percent own their own homes. Twenty-four percent are planning to build a new home.

It is little wonder, then, that advertisers who want to carry their message to homes find it the best medium to reach both husband and wife.

This is a group of readers that *can* and *will* buy real values when they are offered.

Better Homes and Gardens

E. T. Meredith, Publisher

Des Moines, Iowa

"Should I Sell Service or Merchandise?"

An Underwear Salesman Asks and Answers This Question

By Fred J. Charles

SHOULD I sell service or merchandise?

Both, say you.

I admit the two make an ideal combination. But I have wondered, in recent years, just what I am—a salesman, an introducer of selling schemes, or just a man sent out to help the retailer—help him sell not only my line but every other line he carries.

Before proceeding, I would like it understood that I am well aware I am taking the unpopular side of the question from the standpoint of the manufacturer, my friend the sales manager, the jobber and advertising men generally. However, I believe that the duty of a salesman is to get orders. *I know* what happens if he doesn't.

Our sales are tabulated each week. The figures are compared with fellow salesmen's orders for that same week, and with the corresponding week last year, and for ten years back. Now, with the sales manager, general manager, or president (or whoever sees this tabulated report of "Orders received from salesmen for the week ending _____") the total of these figures is what counts. Of course there are exceptions. But there are not enough to change my notion that a salesman's job is to sell goods primarily.

The president doesn't know I spent two hours Tuesday afternoon showing our dealer at Xenia how to sell our stuff or how I made a display for that fellow at Middletown. These matters do not show on the order book, or on the tabulated sheet. Only figures show here. Granted, they *may* show up on my year's business. But that's somewhat of a gamble.

I am not losing sight of the fact that any help a salesman, or

his house, can give to the retailer is a boomerang and may come back fourfold. Not always, though. And I can't afford to take chances.

A salesman must get orders now, especially if he is a commission man. Aside from that, though, I think that this idea of service is being overdone. What do you think the dealer is—a stuffed dummy? I ask that question with reservations. I understand that with an intricate piece of machinery, or a new article, or an article that requires precise demonstration, it is absolutely necessary to show the dealer and his clerks how to sell it.

UNDERWEAR AS AN EXAMPLE

But take my line—underwear. "Here's a garment, Mr. Retailer—notice the finish of that garment—the high-grade buttons—the well-made buttonholes—the fine finish of the whole garment. This garment sells for _____ and is an extremely popular number with us. We are advertising it specially in this and that magazine and in your home-town newspaper." True, there are a thousand other things to say about our garments, and I say some of them, sometimes. I may suggest a retail price. I may get the merchant to advertise locally, supply him with cuts and so on. At times, I may go into other matters with him, according to circumstances, and how much time he and I have to spare. In fact, I make all the suggestions that I think will help sell our garment and increase our business with the dealer.

And then, after writing up the order (no, I don't forget this important part, although in the mass of detailed instructions on "How to help the dealer," I often won-

der if a great many salesmen do not forget that in their left-hand pocket is a pencil to be used on an order blank) I'm through, and on my way to the next prospect.

Yes, I'm through. Why should I dress his window, make a pretty display for him, even with my own garments, teach him how to figure profits and give him a general course in retailing? I'm on my way to get another order, in another part of the town.

Let's take the retailer's side of it. Do you really think he is so very anxious to have every Tom, Dick, and Harry salesman show him how to sell? I am speaking of the fairly live merchant, with a good many lines to look after, who reads his trade magazine and is generally alert. You know he has a lot to do and is bothered by a lot of salesmen in the average course of a day. Do you really think he has even one hour to spend with the *average* salesman with the *average* plan to increase his business? And don't you think he is able to plan for himself—knowing his town, his customers and his competition, about 100 per cent better than said salesmen?

Don't mistake me. Any suggestions along the lines of increasing his sales are usually very welcome. However, these suggestions must be short, concrete, not long-drawn-out plans. Complete campaigns should come from the home office in printed form, not through the salesman. The salesman is out to show and sell merchandise. He can casually mention a detailed plan, but he should not forget that his main function is to sell goods, first, last and always.

Like lots of things we do, we have worked the word "service" overtime. Picture to yourself a rainy afternoon, in the town of Evanston, Ill., about fourteen miles from Chicago. Having made my regular calls, and not using a car, I was on my way to the depot, which led me past a small store that I knew handled a small quantity of my line, but which I never had had the time or inclination to call on.

This rainy afternoon, feeling that four o'clock was a little early to knock off, I stepped in. The proprietor was busy "gabbing" with a visitor. I waited and finally got his attention and started my story. There were two or three interruptions by customers that the proprietor had to wait on since he had no clerk, being helped by his two sons before and after school and in the evenings.

During one of these interruptions, two customers came in. One of them wanted a pair of shoes. "There's a young fellow (meaning me) in the back room," the dealer told this customer, "who'll fit you. Ask him to show you something." The customer walked back to me and I finally sold him a pair of shoes.

Continuing my conversation with the proprietor when he was free again, he told me they were having "dollar day" in Evanston the following Monday. What did I think he could do to hitch up to it?

Now I had just one number that would net him a fair profit by retailing it at ninety-seven cents. I suggested advertising it, with the wording, "Our \$1.00 Day Special—97 cents." I actually drew a rough sketch of the advertisement, suggesting a quarter-page insert in the local paper featuring this item.

I thought this rather "cute." Perhaps some of my advertising friends will criticize it. No doubt it violates some of the rules. But it appealed to me, and more important, it appealed to the dealer. At any rate, I wrote up his order for ten dozen of this item, which was my "Q" to get out, and over to the depot.

DEALERS DON'T TALK BUSINESS

When I reached the front of the store, I found it still raining, and me minus raincoat or umbrella. I concluded, therefore, to wait awhile and sat down with the proprietor, feeling that although it was five o'clock I could stand it, having done a fair day's business.

The conversation led to per-

Decade of Rotogravure Proves Its Worth



TEN YEARS ago The Detroit News introduced its Rotogravure Section to Michigan. At that time there were few newspapers that foresaw the ultimate possibilities of Rotogravure. The News was one of these pioneers and benefited almost from the start. At the inception of the Rotogravure Section the circulation of The Sunday News was 110,000. Circulation began to rise immediately. By 1916 it reached 170,000. Then the Rotogravure Section was increased to eight pages and the circulation again began to rise. Now it is well over 285,000. Inasmuch as no other change in editorial content of so equally radical a nature took place during this period the Rotogravure Section must be given the credit for much of the great circulation increase of The Sunday News, which now surpasses even that of its week day issue.

Advertisers wishing to cover the rich Detroit field and to take the utmost advantage of the great circulation of The Sunday News should use this perfect attention compelling medium.

The Detroit News

Greatest Circulation Weekday or Sunday in Michigan

sonal matters, as it always will with these fellows. He told me he had three sons going to school. What did I think he should do with them? Having two children of my own, I advised him, to the best of my ability, after getting a few particulars of their traits and so on.

He also told me his business troubles, as they will. And now make particular note of this: In the course of his remarks on financial matters, he showed me his bankbook. It had an actual credit of over \$4,000. I admit I could have advised him how to use this balance to a great deal better advantage than leaving it in the bank. But I'm selling merchandise, not advice. Moreover, it was near six o'clock, so I left for home.

Here is the climax: Within a week or two after this occurred, I received my regular statement from the factory showing: "Mr. Proprietor, Evanston, Ill., order cancelled." Nothing more. Later, I found that our credit man rubbed him the wrong way. And he had \$4,000 in the bank! If the factory had written me I could have straightened it out and the order would have been accepted.

However, that is not the point of this yarn. I relate it because I want to ask:

Did I give this customer service? Did I give him too much service or too little? Did it pay me?

Certainly I believe in service. As I have already said, though, I believe service should emanate from the home office. Most salesmen, I should say, have neither the time, inclination or ability to be service experts. I do know some salesmen who spend oodles of breath and energy selling service, but few of them do much writing in their order books. And it's the little black marks, duly signed, in this little black book, that count.

With Buffalo Agency

Miss Marcella Greene has joined the Finley H. Greene Advertising Agency, Buffalo.

Scott Company Advertises Government Use of Products

Henry L. Scott & Company, Providence, R. I., have made application for registration of the trade-mark "Seri-graph" as applied to a machine used for testing raw silk. No advertising is contemplated since this machine has a limited market, being used only by large silk manufacturers, importers and producers.

"Our line," David C. Scott informs *PRINTERS' INK*, "comprises about thirty different machines in about seventy sizes and combinations." These machines include testing equipment for fabrics, twines, yarns, rubber, wire, etc. The company's business-paper advertising chiefly features the fact that its products are used by the United States Government departments and are standard equipment with practically every foreign government.

National Campaign for Clothing Chain

Tip Top Tailors, Toronto, Ont., who have previously advertised only in cities where they have stores, have commenced a national campaign in Canadian magazines, directing customers to their twenty-one service stores and more than 500 agencies throughout the Dominion. The advertising is directed by the Geo. H. Macdonald Advertising Agency, also of Toronto.

Made Business Manager of Brooklyn "Standard Union"

Theodore O. Bosshard has been appointed business manager of the Brooklyn *Standard Union*. He has been assistant business manager. This appointment fills the vacancy caused by the death of Herbert L. Bridgman.

M. C. Young Leaves Farm Publications

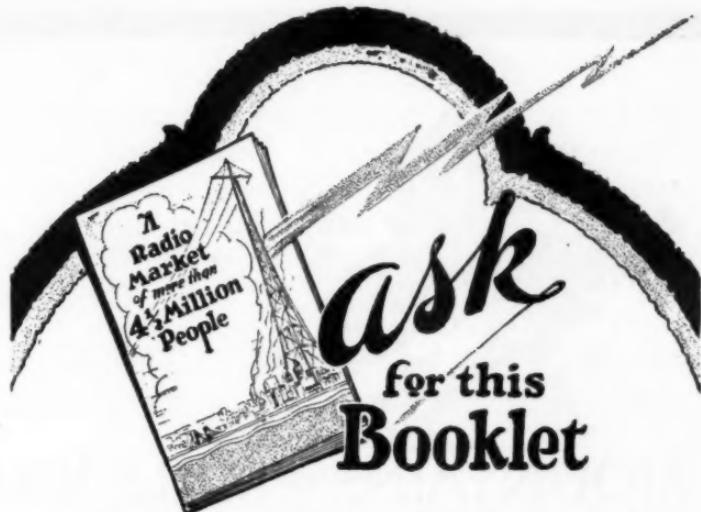
Matthew C. Young, for sixteen years manager of *The Household Guest and Better Farming*, Chicago, has resigned to join the Mutual Life Organization also at Chicago.

Advertising Business Formed at Cleveland

James H. Lanyon and Miss Georgia M. Bowen have formed an advertising and promotion business at Cleveland under the name of The Lanyon-Bowen Service.

Joins Albert Frank & Company

Mrs. Anita Simpson, formerly in the advertising department of the Redpath Lyceum Bureau, has joined the Chicago copy staff of Albert Frank & Company, advertising agency.



**ask
for this
Booklet**

Here's Your Radio Market—

4½ million people—1,002,996 dwellings—2,169 red-hot retail outlets—7,468 other retail outlets capable of development. A fertile, naturally concentrated market where total purchases are second only to the cities of New York and Chicago.

Attractive business awaits Radio Manufacturers who employ the *Globe-Democrat*—greatest single sales influence in the 49th State—to spread their sales story.

Address requests for booklets to Room 407

**Globe-
Democrat**

St. Louis' Largest Daily



Oct. 9, 1924



MOUNTAINS and MOLE-HILLS

THE nature and character of the circulation of *The Grand Rapids Furniture Record* is responsible for its recognition by dealers as the leading business paper in the furniture field.

There is no such thing as forced-growth circulation here. Advertisers can rely upon the Furniture Record because it has served furniture and home-furnishing retailers for a quarter of a century. This magazine has grown with the furniture industry and possesses the same *stability* as the industry it serves.

The Grand Rapids Furniture GRAND RAPIDS, MICHIGAN

Published by The Periodical Publishing

Also publishers of *The Furniture Manufacturer and Artisan*; *The Director*; *Within the Home*; *Homes Charming*; *Better Furniture and Books*

It takes centuries for a mountain to attain its lofty grandeur. But Nature's reward for the labor of centuries is a bulwark of stability that defies the elements and commands the admiration of mankind. This is the tribute we pay to that which is built upon a *stable* foundation.

The mole-hill is an overnight labor, and is easily obliterated by the ruthless heel of an occasional passer-by.

A thought in this for advertisers. The circulation of the *Furniture Record* represents a quarter of a century of productive advertising value. Like the mountain, it possesses stability and commands confidence.

Forced-growth circulation, like mole-hills, springs up over night, but lacks the foundation that insures stability and inspires confidence.

Members of the A. B. P. Inc.
A. B. C. Audited Circulation

Record
U. S. A.
Company
American Funeral
for the Industry



Oct. 9, 1924

FOSTER & KLEISER CO.
LOS ANGELES
CALIFORNIA

America's
pleasantest city.

A million people
who have the money

Standardized Painted Outdoor Advertising

OUTDOOR
ADVERTISING
AT ITS BEST
IN A TRULY
OUTDOOR CITY



For Los Angeles or nation-wide campaign information
write Secretary Painted Outdoor Advertising Association, Custer Ave., Detroit, Mich.

Colorful Words

Do Writers of Advertising Read Too Much Copy and Not Enough Real Description?

By Roy Dickinson

WHEN a copy writer, given a product to describe, talks of its beauty, quality and efficiency, tells that it is made of the "best" materials available and says that it "possesses the dependability, high quality and economy of the higher-price models," I know he has read too much copy, and not enough books. It is entirely possible, of course, that he produced paragraphs which said things differently, which contained words of color and fire, only to see the chief's blue pencil or the client's red fountain pen reduce them to colorless mediocrity.

Simple copy, containing details clothed in color, facts described in words of brighter hue, is being written today. More of it than ever before is surviving the tendency to reduce everything to a dull, dead level of colorless mediocrity. The reading of too much copy written by other men, and the neglect of a careful study of the methods of those men of the past who knew how to use words, is still, however, resulting in too much copy which does not do justice to the products described.

The other day I talked to the president of a small advertising agency who is noted for his unusual copy. He told me of a broadside sent to a list of shoe jobbers which had produced a greater number of return postals asking for a sales plan than anything else he had ever sent out for a certain manufacturer. It was the result of a careful study of several of Victor Hugo's books. It contained an unusual idea described in words which had color and sparkle. He had fed upon Hugo's words until his own style took on something of its simplicity and color. He had been able from his reading to glorify a humble product and give it life and interest.

The talk turned to books and authors and the things a writer of advertising copy should read. We talked of Dickens and Swift, Victor Hugo and Francis Bacon with their simple, direct prose and the help they could afford the man who writes advertising to interest busy people in everyday products. Then the talk turned to users of colorful words. He thought of O. Henry and as an example mentioned the difference between calling a necktie just a blue necktie, and a line from O. Henry which called one "A necktie the cool, blue-gray of a late November sky."

Other writers who we agreed had a real message for modern copy writers in their ability to give rich color to details were Lafcadio Hearn, Walt Whitman, Turgenev and Maeterlinck, whose description of an automobile and his ride in one in "The Double Gardeñ" is a brilliant example of prose description.

The essayists, too, had been studied to good effect by this particular copy writer. Like the modern piece of copy, the essay grows around a central object or idea as the cocoon grows around the silkworm. The essayist must interest his reader from the start and hold his attention concentrated on the central object, be it ever so humble. The essay is thus one of the best models for copy writing and this agency man surprised me by telling me that the best of all essayists for his purpose and the writer who had been of most help to him in getting more color into his copy was a half forgotten writer, Alexander Smith, who lived and wrote in Scotland at about the time Abraham Lincoln was President.

Alexander Smith was born at Kilmarnock, Scotland, on December 31, 1830, became a pattern designer in a lace factory and awoke

Oct. 9, 1924

one day to find himself famous because of a volume of poetry he published. It is as a prose writer, however, that his writings have the sort of color which offers a suggestion to the copy writer of today. In "A Summer in Skye" and "Dreamthorp" occur passages where a deft touch of color with a few words makes the whole breathe life, and hold the attention of the reader to the end. Alexander Smith's prose, as shown in these essays is supposed to have influenced Robert Louis Stevenson's style.

A study of some contemporary copy makes me think this neglected master of prose has been discovered by a group of modern copy writers who are using colorful words to brighten their copy. Just as Charles Lamb's essays are scented with the primroses of Covent Garden, those of Alexander Smith take on the colors of the British countryside. Thus he writes of the village of Dreamthorp from his cottage window:

The winter morning when Charles lost his head in front of the banqueting-hall of his own palace, the icicles hung from the eaves of the houses here, and the clown kicked the snowballs from his clouted shoon, and thought but of his supper when at three o'clock the red sun set in the purple mist. On that Sunday in June, while Waterloo was going on, the gossips, after morning service, stood on the country roads discussing agricultural prospects, without the slightest suspicion that the day passing over their heads would be a famous one in the calendar. The last setting sun that Shakespeare saw reddened the windows here, and struck warmly on the faces of the birds coming home from the fields. The mighty storm that raged while Cromwell lay a-dying, made all the oak-woods groan round about here, and tore the thatch from the very roofs that I gaze upon. When I think of this I can almost, so to speak, lay my hand upon Shakespeare and upon Cromwell. These poor walls were contemporaries of both, and I find something affecting in the thought. The mere soil is, of course, full older than either, but it does not touch one in the same way. A wall is the creation of a human hand; the soil is not.

His ability to see details and describe them in words which paint a bright color is shown in this passage:

This place suits my whim, and I like it better year after year. As with everything else, since I began to love

it I find it growing beautiful. Dreamthorp, a castle, a chapel, a lake, a straggling strip of grey houses, with a blue film of smoke over all, lies embosomed in emerald. Summer with its daisies runs up to every cottage door. From the little height where I am now sitting I see it beneath me. Nothing could be more peaceful.

And again the colorful words are in evidence when he writes:

The wind and the birds fly over it. A passing sunbeam makes brilliant a white gable-end, and brings out the colors of the blossomed apple-tree beyond, and disappears. I see figures in the street, but hear them not. The hands on the church clock seem always pointing to one hour. Time has fallen asleep in the afternoon sunshine. I make a frame of my fingers and look at my picture. On the walls of the next Academy's exhibition will hang nothing half so beautiful.

Like a skilled copy writer Alexander Smith could take the most prosaic object and make it attractive and unusual.

Nothing could be less romantic or picturesque than the ordinary canal. Yet the one which he saw at Dreamthorp had "a great white open, water-lily asleep on its olive-colored face." To his picture eye no detail failed to inspire pictorial charm, for on this canal "a barge trailing up through it in the golden sunset is a lovely sight; and the heavenly crimsons and purples sleep quietly upon its glossy ripples. Nor does the evening star disdain it, for as I walk along I see it mirrored as clearly as in the waters of the Mediterranean itself."

In another essay called "A Lark's Flight" is a passage which ranks with the greatest English prose. It is too long to be quoted here, but it is well worth searching the libraries for.

Though most copy writers do, as charged previously, read too much copy and not enough good prose, some modern copy shows the influence of masters like this half-forgotten singer of sixty years ago. Lest I be accused of exaggeration observe this passage from a current advertisement of the French Line:

Long white walls and slim brown tree trunks, fronds above that move . . . and are still. Water that ripples and whispers. Drifting fragrance of hidden

Follow the Leader

Day in and day out,
month in and month
out, the Chicago
Evening American
publishes more
Radio Advertising
than any other
Daily or Sunday
newspaper in
Chicago.

CHICAGO EVENING AMERICAN
EVENING

A Good Newspaper

Oct. 9, 1924

flowers. Doors leading to mystery. Over it all, the sky-blue as no northern sky was ever blue, drowned in liquid gold, warm with a drowsiness that takes a lifetime's tension from you. You don't need to be efficient any more. This is North Africa.

Spin along the hard white roads above the Mediterranean, all a-dazzle under the sun. Shop for magic carpets, gorgeous leathers, rainbow silks. Hear the flutes in the starlight, and watch the dancing girls, the holy men, the snake charmers, the fantasias of the East.

There surely is romance, fragrance, and a fine use of colorful words in this advertisement for a steamship line. It doesn't talk about turbines, propellers or best service, but it interests the reader and builds the sort of atmosphere which leads to travel.

Alexander Smith made unromantic details take on many tinted hues. Colorful words are being used today by copy writers in describing things far less romantic than night in North Africa. Consider, for example, the following paragraph from a current Postum advertisement:

Deep brown, steaming hot! Watch the rich cream toning the brown to a warm gold. Taste it, mellow, smooth, fragrant, filled with flavor.

There is color, warmth and fragrance in that quotation and in this, too, from a Clicquot Club advertisement:

What a shimmery, deep, rich gold it is. What a satisfying ginger, tang, and life and sparkle it has. . . . Some like it chilled. Some like the cold ice to clink against the glass and nubble against the lips.

No lack of color in that paragraph. It marks the appearance also of a new word, "nubble" in advertising copy. Some copy writer who wanted to say an old thing in a new way, chose his words carefully and with precision.

Here is another fine example of the modern copy writer's use of colorful words to convey a real impression of beauty. It is from an Orinoka Mills advertisement:

There's a yellow to match the primrose, a gold, like sunshine splashing through the trees, a blue that might have filched its beauty from the sea or sky.

There are greens of jade and emerald, mauves, lilacs, shades of red and rose.

This, it occurs to me, is a better way of saying "a wide range of color selections to choose from."

The Atlas Portland Cement Company adds to the present-day literature in copy with the following, a delicate and unusual way of saying an obvious thing:

You cannot exactly measure the value of the old home—too many immeasurable items are in the credit column. The echoes of tiny feet, now big and treading distant places; the memories of golden hours, of ancient friendships, cannot be transplanted like a seedling. They are rooted firmly in the old home and there will stay.

The Atlas advertising proves also, if proof were needed, that real literature in copy can be secured without any sacrifice in selling value or "punch." For the Atlas selling angle is to get people to overcoat the old house with permanent and economical stucco. The copy leads up to the selling idea by a nicely judged compliment to the old home, then gradually suggests the change to the new with a reference to the dangers of fire and the battle to preserve the old house against the ravages of wear and weather. As it says, "despite your constant efforts the old home may be growing shabby; while you love it, you may feel apologetic for its appearance." The remainder of the selling talk follows naturally and is accomplished painlessly and with restraint.

Then there is the bacon copy which tells about "a whiff of that tantalizing aroma" in bacon "smoked over smouldering hickory," the Lingette phrase, "they are flower-tinted, petal-soft," the "from sunrise to twilight" page for Cream of Wheat, the Young Hat advertisement called "Between You and the Blue Skies" which speaks of a hat as being "conspicuous in its isolation," the Arnold Shoe copy "like slipping your feet into a bath of sunshine," the "fairy grains crisp and toasty" of Quaker Oats and this from the copy for Cannon Towels, "You'd probably like to have heaps and heaps of snowy towels everywhere. Enticing rows on the



Going Up!

THE four columns of figures below, representing the circulation growth of THE WORLD during the past year, indicate the most intensive coverage of Greater New York offered by any standard newspaper in the morning field:

Post Office Statement October, 1923	October, 1924	Net Average September, 1924	Gain Over Last Year
382,739	404,377	411,725	28,986

At an open-rate milline of \$1.46, this represents one of the most economical newspaper values in the United States.



MALLERS BUILDING
CHICAGO

SECURITIES BUILDING
SEATTLE, WASH.

PULITZER BUILDING
NEW YORK

CHANCERY BUILDING
SAN FRANCISCO, CAL.

GENERAL MOTORS BUILDING
DETROIT

TITLE INSURANCE BUILDING
LOS ANGELES, CAL.

Oct. 9, 1924



The Farm

first in the

PHILADELPHIA

BOSTON

LOS ANGELES

NEW YORK

Big volume sales for a product come from *national* sales effort. That is the secret of The Farm Journal's big volume sales—the biggest circulation among all farm papers. If you want big volume sales for *your* product, why not go to the identical homes in which The Farm Journal found a receptive market?

Send your merchandise story to these more than 1,200,000 farm families at a cost of less than $\frac{1}{4}$ cent per page per family—the lowest page cost in the farm field.

Journal

farm field

NEW YORK

CHICAGO

SEATTLE

SAN FRANCISCO

bathroom racks, fleecy piles in the linen closet, and a magical reserve in some hidden spot."

When it is considered that all the colorful words in the copy quoted herewith have been selected from a quick reading of the advertising pages in a few current periodicals, it would appear that modern copy is most certainly on the up-grade. The old accusation that advertising copy has lagged far behind the progress of advertising art is not nearly so true as it was a few years ago.

For today there are more copy writers who are weaving imagery into the writing of their copy, who are using colorful words to lift the products about which they write out of the rut of the commonplace and obvious.

And, what is just as important, there are more hard-headed manufacturers who are withholding the application of the blue pencil when copy is submitted to them which clothes in bright color the details of the products they make.

This happy combination is resulting in an ever increasing number of pieces of copy which when placed "next to reading matter" can compete on even terms at least with the best words of those modern authors who write of adventure instead of ash-cans, and burglars instead of beans.

H. L. Bridgman Wills Estate to University

The University of the State of New York will become the beneficiary of the estate of Herbert L. Bridgman, business manager of the Brooklyn *Standard Union*, whose death was reported in PRINTERS' INK last week. Mrs. Helen Bartlett Bridgman, his widow, is to receive the income from the estate for life. At her death two grandchildren will have a conditional claim upon part of the income before it and the principal go to the university. Mr. Bridgman had been a Regent of the University for many years.

Associated Farm Papers Appoint W. F. Richie

W. F. Richie, formerly with the Curtis Publishing Company at Chicago, has joined the Associated Farm Papers, Chicago. He will have charge of the four-color inserts which the magazines of this group are instituting.

Amory, Browne & Company Appoint Frank Seaman

Amory, Browne & Company, Boston and New York, have appointed Frank Seaman Incorporated, New York, to direct the advertising of their shirting department which styles and distributes the products of the Wauregan Company, Wauregan, Conn.; the Quinebaug Company, Quinebaug, Conn.; Boston Manufacturing Company, Waltham, Mass.; Lancaster Mills, Clinton, Mass., and the Parkhill Manufacturing Company, Fitchburg, Mass. The initial campaign will consist largely of business-paper advertising and sales promotion work.

W. A. Elliott Heads Associated Dailies of Florida

W. A. Elliott, business manager of the Jacksonville *Florida Times-Union*, was elected president of the Associated Dailies of Florida at its annual meeting which was held last week at West Palm Beach. Lew B. Brown, of the St. Petersburg *Independent*, was elected vice-president. Clayton C. Codrington, of the *DeLand News*, was re-elected secretary-treasurer.

The next meeting of the association will be held at Lakeland in April.

Box Candies to Be Advertised in New Campaign

Dilling & Company, Indianapolis, are planning to advertise Dilling's Cherry Cocktail box candies in a campaign which will start this fall. Newspapers in Indiana, Illinois and Michigan will be used. The campaign will be extended in the spring to include Mid West and Eastern cities. This advertising will be directed by the Millis Advertising Company, also of Indianapolis.

George H. Perry with Creske-Everett

George H. Perry has become a member of the executive staff of Creske-Everett, Inc., advertising agency, New York. He was at one time advertising director of the San Francisco Exposition. He also was formerly advertising director of Gimbel Bros., at New York.

Mueller Furnace Account for Milwaukee Agency

The L. J. Mueller Furnace Company, Milwaukee, builder of furnaces and heating equipment, has placed its advertising account with Klau-Van Pietersom-Dunlap-Younggreen, advertising agency, of that city.

Welch's Grape Juice Account for J. Walter Thompson

The Welch Grape Juice Company, Westfield, N. Y., has appointed the J. Walter Thompson Company, Inc., New York, as advertising counsel.

F
EW advertisers
Want to wait

Few can afford
To wait

No advertiser needs
To wait!

An advertisement in
The American Weekly
Pulls the day after it appears!

For direct, immediate
Results
No medium can equal it.



American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the
following Sunday Newspapers:

New York—American	Chicago—Herald and Examiner
Boston—Advertiser	Seattle—Post-Intelligencer
Washington—Herald	San Francisco—Examiner
Atlanta—American	Los Angeles—Examiner
Syracuse—American	Fort Worth—Record
Rochester—American	Baltimore—American
Detroit—Times	San Antonio—Light
Milwaukee—Sentinel & Sunday Telegram	

"If you want to see the color of their money—use 'color'." A.J.K.



"Good From The of The Cheek-Neal C

Whose first A
Contract in Ne

was

INTERBO ADVERT

WHEN they first
Maxwell House
New York City market, I
and Poster Advertising
the backbone of the

Today, Maxwell House
high grade coffees in the
— a large new local
meet the demand!

And Interborough
backbone of all their

Don't fail to read
Coffee Co. thinks
greatest Medium."

INTER EXCE

Controlled
By A

CHIEF COFFEE COMPANY,
1905-1906
PRESIDENT

ASTORIAN WARD, INC.,
50 UNION SQUARE,
NEW YORK, N.Y.
Gentlemen:
We wish to advise you are very much
through the use of results we have obtained
Elevated Car and Poster Advertising.
from the use of our medium in the fact that
market we were first started in the New York
Interborough Subway and Post Office, while
invited the first advertising contracts we signed
for New York City:
The results we have secured have been
extremely gratifying, for they have exceeded
even our highest expectations. We have always
felt that your medium has played a great part in
the success we have attained in the Metropolitan
Market. With our very best wishes, we are,
Yours very truly,

John Neal
PRESIDENT



Healthful and Delicious
MAXWELL HOUSE COFFEE

"Good to the last drop"



"The Start" Is the Verdict

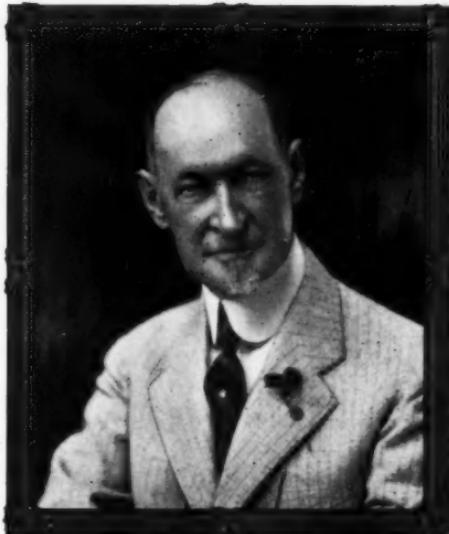
real Coffee Co.
first Advertising
t in New York City
was for
**INTERBOROUGH
ADVERTISING!**

EN they first considered advertising Maxwell House Coffee in the New York market, Interborough Car Card Master Advertising was selected to form the backbone of the introductory campaign. Today, Maxwell House outsells all other trade coffees in the Metropolitan Market area new local plant being required to meet demand!

Interborough Advertising is still the home of all their New York advertising!

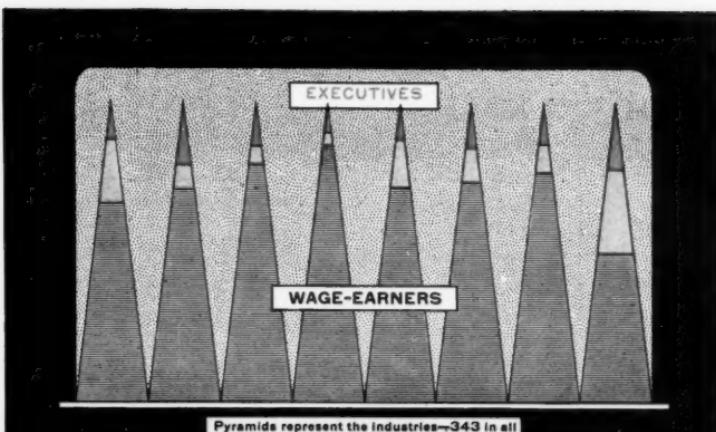
Don't fail to read what the Cheek-Neal Coffee Co. thinks of "The World's Biggest Medium."

INTERBOROUGH ADVERTISING
EXCLUSIVELY SUBWAY & ELEVATED
ARTEMAS WARD, INC. 50 Union Sq.
New York



MR. J. O. CHEEK
President of the Cheek-Neal Coffee Co., is
a great believer in Interborough Advertising.





The "Class Paper" of Factory Management

The manufacturing plants of the United States can be divided, vertically, into 343 different lines of business.

They can be divided, also, horizontally, by functions—the management, the sub-management, the clerical staff, the factory hands.

FACTORY does not cover a line or lines of manufacturing—a vertical division. It covers a *class of men in manufacturing*—the management class. It deals solely with those management problems common to all plants: men, materials, machines, methods. It cuts, horizontally, across the tops of all industries and delivers the buying-power of the field as a whole.

There are 24,000 plants where management deals with 50 or more wage earners.

And FACTORY has 30,000 circulation, with 26,000 net paid.

FACTORY

THE MAGAZINE OF MANAGEMENT
CHICAGO

BOSTON · NEW YORK

PHILADELPHIA

ONE OF THE SHAW PUBLICATIONS

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Soviet Russia as a Market for Americans

What a Study of This Subject by the Bureau of Foreign and Domestic Commerce Reveals

*Washington Bureau
of Printers' Ink*

THE Dawes plan has greatly stimulated the interest of American manufacturers of many lines in the possibilities of selling the vastly potential markets of Russia. Innumerable letters have reached the Bureau of Foreign and Domestic Commerce asking for information as to effective selling methods in the field, and requesting lists of Russian agents and wholesale dealers. These letters show a gratifying recognition of the importance of the markets; but, in greater measure, they also indicate the absolute necessity of a better understanding of conditions on the part of actual and prospective exporters, before any plan can be worked out for successfully selling any American manufactured product in Soviet Russia.

Incidentally the name "Russia" as a geographic term exists no longer officially. Its continued use represents merely a colloquialism.

Political influence is indissolubly and very closely related to all Russian industrial and economic conditions. Lists of agents, wholesalers and dealers would be worthless to any American exporter, if they could be secured. All trade from without is a monopoly, and the Bolshevik, or communist, government presents potentially the wealthiest business organization in the world.

In all those countries which have extended its diplomatic recognition, or have entered into trade agreements the Soviet Government maintains trade missions or delegations of the Commissariat of Foreign Trade. Through these institutions the entire volume of Russian trade is handled. But the present Russian trade with the United States is carried on, not through official Soviet delegations,

but through ostensibly private corporations organized under American laws. A number of these corporations are now functioning in New York.

It is impossible to determine, in any general way, just how this vast business organization can be sold by Americans. Several specialists of the Bureau of Foreign and Domestic Commerce said that every attempt to sell Russia involved a great many problems that can be solved only in their relations to a specific line or article of merchandise and the business of the manufacturer.

These men say that the economic conditions of Russia are so fundamentally different from those of any other country on earth that it is impossible to explain them to those who do not understand the basic principles of Russian industrial government. They strongly advise every manufacturer who contemplates selling Russia to study present conditions, and, after he has secured a substantial background of information, to place his problems before the Eastern European Division of the Bureau, claiming that this is the best and quickest way to acquire the knowledge of the subject necessary to frame intelligent questions with the idea of constructing an effective selling plan.

As a basis of this study, it is necessary to understand the present financial conditions and industrial activities of the country, and probably nothing has been published on the subject that is more informative and authoritative than Trade Information Bulletin No. 244, "Finance and Industry in Soviet Russia," recently issued by the Bureau.

AN ECONOMIC ANALYSIS

In the introduction to this bulletin, Dr. Julius Klein, director of the Bureau, points out that,

for the first time since the inception of the Soviet regime, there was, during the fiscal year of 1923, a fairly steady and uninterrupted operation of the nationalized industries, considerable all-around increase in their production, and an approach toward stabilization of the currency, through the gradual introduction of "chervonets" notes, secured by gold reserve.

Dr. Klein also stresses the fact that the Soviet system of running all industrial enterprises of the nation by the central government, according to a prearranged scheme, calls for a very cautious and fundamental analysis of the general industrial and financial situation, since the results achieved cannot be gauged by methods and factors applicable under conditions of private enterprise. He states further:

"With the suppression of private initiative in all the basic industries of the land and the elimination of free interplay of economic forces regulating the trend of human endeavor—primarily the laws of supply and demand—it is impossible to draw direct conclusions out of the juxtaposition of bare statistical data and of their comparison with pre-war conditions. Under the peculiar conditions of financing industry in Soviet Russia, these bare figures of output offer no positive evidence that real progress, with its usual accompaniment of added national wealth, has been made."

CONTROLS ONE-SIXTH OF THE GLOBE

Hence, he continues, any attempt to encompass the true position of the industries can only be made for the system as a whole, and it presents a very complicated task. The Bolshevik Government has forcibly taken over, and holds in its possession and absolute control, all the land of a territory covering one-sixth of the terrestrial globe, with everything on it and in it—all the forests, mines and fisheries; all the means of mechanical transportation by land, water and air; all telegraph lines and cables; all the factories; all the accumulated stocks of iron and coal, oil,

and precious metals, cotton and wool, hides and skins, and all raw materials. The government owns and operates, directly or indirectly, all the banks and insurance enterprises, all printing presses in the country; all the moving picture theatres, every newspaper and magazine; it owns all the buildings in the cities; it holds a monopoly of the wholesale trade of the country and the entire foreign trade, including the grain trade, the chief source of wealth in pre-war Russia.

The bulletin then offers a broad contemporaneous survey of the situation in the correlated domains of finance and production, in their approximate relation to pre-war conditions, and it is based for the most part on first-hand data published by the Soviet authorities themselves.

The survey first discusses the financial reorganization and the currency, and explains the series of three decrees promulgated during the last week in February and the month of March, 1924, which introduced a reform in the Russian monetary system that is significant of the far-reaching departures along the entire line of fiscal policies of the present government. These decrees resulted in the abolishment of the system and practice of reckoning in index rubles as based on 1913 prices, and the payment of fixed wage rates in chervonets rubles was substituted for their payment in Soviet currency as based on the cost-of-living index. It is then explained that, bound up with this basic need for currency reform, there was the accompanying need for such a revision in government revenues and expenditures as would curtail so far as possible the budget deficits and tend to their ultimate elimination.

The survey goes on to explain the course of events that led to the monetary crisis and discusses the reform precipitated by the peasants and workmen, tells how the currency shortage was enhanced by hoarding and savings, and deals at length with such subjects as the financial reorganization, sources of estimated revenue

MORNING PAPERS
THE

GET ACTION
SAME DAY

RECOGNIZED
EVERYWHERE
AS
CINCINNATI'S
LEADING
NEWSPAPER

BECAUSE it contains the most authentic news, has the best policies and typifies the pulse of real Cincinnatians.

It ranks first in *advertising* of the better goods of life.

L. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The
**CINCINNATI
ENQUIRER**

One of the World's Greatest Newspapers

for 1924, "nationalized" properties, the limitation of revenues from tax sources, means of financial relief, and the budget expenditures for 1923-4.

Without an understanding of the financial conditions as described and explained, it is obvious that industrial conditions could not be adequately understood. In the latter field, the survey states, agricultural statistics—that is, data on acreage sown and crops—can be used for comparisons, while it is impossible, in approaching the subject of industrial production in Soviet Russia, to use bare statistical data for the purpose of comparison with pre-war data or with those of other countries.

AGRICULTURE ON OLD LINES

The pursuit of agriculture has not been essentially affected by the Soviet regime. Agriculture is still conducted by the great mass of the peasantry on the old lines, by individual effort and private initiative, at least since the abortive attempt during the three-year period beginning in 1918 to nationalize agriculture was definitely abandoned.

"Industrial production, on the other hand," the survey continues, "is carried on predominant by the state along lines radically divergent from those pursued in pre-war Russia or elsewhere in the world. The two great branches of production do not dovetail, therefore, in Soviet Russia, and in this disjointed scheme of things there spring up incessantly all sorts of anomalous market conditions and freak economic developments, which baffle all efforts toward artificial co-ordination, or 'coupling up' as it is called in Russia."

The survey then goes into detail in discussing the Russian industrial data that is not subject to customary interpretations, and the trends of production which are not affected by economic laws. It also mentions the attending factors that must be considered, and presents statistics of industrial output in a summary covering essential products.

How the industrial activity in-

creased steadily through 1923 is plainly shown and the estimated gross value of production is given. The estimated increment of wealth not comparable with 1913 is also discussed; the causes of the industrial progress are outlined; the movement of wholesale prices is analyzed, and all related subjects are handled in a way to give a vivid and comprehensive picture of present Russian industrial conditions.

While no suggestions are made by the survey as to how the Russian markets may be sold, the information presented is a definite outline of facts that indicate the inestimable value of the opportunities that Russia, some time in the future, promises to offer to American manufacturers. And there can be no doubt that a knowledge of these facts is essential to any intelligent preparation on the part of our exporters to invade this market.

From time to time, members of the Bureau of Foreign and Domestic Commerce will publish in "Commerce Reports" articles on the development of the Russian situation. One article of the kind appears in "Commerce Reports" for September 22.

A number of economists and writers have emphasized the importance of developing American trade in Russia at the earliest possible moment, in order to prevent Germany from gaining an advantage in the future. Before the war, Germany bought American goods and sold them in Russia, and there are no reasons why that country should not continue to develop such a jobbing business. Germany now enjoys the advantage of proximity, and representatives of her larger industrial concerns have been in close touch with Russian markets ever since the war.

How well our own manufacturers combat this competition depends, not only on the conditions of the markets and the attitude of our own Government, but also on how thoroughly our exporters study the perplexing conditions now existing in Russia and prepare for systematic selling.



Faith

How much good will is expressed in a \$2,500,000 building?

Thousands of American business men have given this amount to the United States Chamber for its new home just completed in Washington.

The Nation's Business is their magazine. Your advertising can have no more friendly introduction to them.

The **NATION'S BUSINESS**

Washington

160,000 Circulation (Member A·B·C)

Perfect Parallel for Sales Work

ADVERTISING that parallels the sales activities; advertising that calls on the same people that your salesmen call on; advertising that talks the language of each buying group; advertising that exemplifies the principles that have been proven and tested in personal selling.

That in a word is the reason for the great power exerted by Business Paper advertising, and for its amazing economy and productiveness.

The salesman calls ONLY on known prospects or customers—so does the Business Paper. The salesman varies his sales talk to suit the individual case—so does copy in the Business Paper. The successful salesman commands the friendly interest of his customers—so does the Business Paper.

THE ASSOCIATED BUSINESS PAPERS, INC.
Over 120 Papers Reaching 54

But the Business Paper has some advantages over the salesman. The subscriber INVITES the Business Paper to call and pays for the service. He consults the paper as a business duty in much the same attitude of mind that he would seek the advice of a trusted friend.

The subscriber NEEDS the Business Paper—it is his only source of unbiased, unselfish information—it is his buying and operating guide—he goes through the advertising pages with the same interest that he would feel in a great exposition of the merchandise he buys.

He does not have to be coaxed or tricked into reading the advertising—it's an essential part of the service he pays for—it's HIS market place.

Just as in personal selling, the Business Paper *concentrates* on real buyers. It exemplifies, in advertising, the advantage of *intensive cultivation*, and presents the most outstanding example of intense reader interest.

No wonder that the returns from Business Paper advertising per dollar expended, place this medium in a class by itself.

**Are you getting your share?
Perhaps we can help you.**

A. B. P.

"Member of The Associated Business Papers, Inc.", means proven circulation, PLUS the highest standards in all other departments.

Headquarters, 220 West 42d Street - New York
Fields of Trade and Industry

The Erie Daily Times Carried More Advertising during the first 8 months of 1924 than during any other Parallel Period in its Long and Influential Career.

DeLisser Brothers measurements available to show detailed comparison by classifications with Evening and Sunday Dispatch-Herald.

The Erie Evening Times is conclusively in the lead, six days against six, local, national and classified—and, most important, at higher and fair rates.

Statements of fact—not opinion. Detailed figures supplied upon request.

The Erie Daily Times is the only English daily that has ever been financially successful in Erie, Pa.—which has not a little to do with successful advertising.

Erie Daily Times

A. B. C. Member

Evenings except Sunday

Established 1888

Representatives:

E. Katz Special Advertising Agency

New York Chicago Kansas City Atlanta San Francisco

The Radio Craze as Advertising Atmosphere

How National Biscuit, Beaver Board and Others Borrow Themes from the World's Latest Plaything, in a Quest for New Environment

By W. Livingston Larned

ADVERTISING must keep pace with the times, both in text and in illustrations. It must reflect today, with all of its moods and whims and vogues and fancies. This is a point which is not wholly understood.

Associating any product with timely things, with popular things, or with accepted fads, is a logical development of our times. For the manufactured article is known by the company it keeps, as surely as is the individual.

Therefore it was to be expected that radio would come in for advertising attention by manufacturers of other than radio products. Certain advertisers have not been slow to hop aboard the popular express. For background purposes and for "situation" pictures, radio is being widely used.

The quite ingenious methods of applying the radio craze to campaigns which are in no sense connected with the industry command our interest. Here is a charming pen study of a young mother with her little girl, and in the background a receiving set is conspicuously displayed. The title is: "With Bedtime Stories" and the text explains that at this hour a last snack of graham crackers and milk makes an ideal repast for children. The youngster is shown dividing her interest between the meal and the radio.

In a very recent advertisement in two colors for Beaver Wall-Board, a two-panel illustration demonstrated what could be done with a heretofore neglected attic room. It was shown in its original state, gloomy, uninviting, cobwebbed; a place for forgotten trunks and broken chairs, of absolutely no practical use to anybody.

The larger illustration pictured the transformation!

This dark attic space had been

reclaimed. It was fitted up as a boy's den. It was cheerful, bright, inviting. But the most conspicuous item in the composition was a radio receiving set, in operation by a window. Two thrilled boys hovered over it. They were "tuning in."

Atmosphere of this kind stamps the advertiser as progressive and the advertising as "up to the minute."

Those things which most people are thinking about are introduced as accessories, regardless of the fact that Beaver Board and not radio sets is being exploited in the advertisement.

RADIO CREEPS INTO TEA COPY

The advertisement was for tea. Its illustration was of a group of young women, under a great umbrella, on the lawn of the country estate. The service was immaculate. And, in the foreground, as if deliberately, perched a radio receiving set and loud-speaker. It was by far the most conspicuous item in the composition. Several of the young women were glancing at it, and keeping time to its jazz melody with their hands.

"But such accessories detract from the thing you are selling," is the complaint. "It's all very well to introduce modern trappings, so long as they do not take away from the main objective. Who can concentrate on tea and the tea-caddy, with that radio in the foreground?"

But this was the narrow viewpoint of other days.

The modernist would reply by saying:

"Bosh! Keep your illustration in the spirit of the times. Those are smartly modern folks. The radio set is as much a part of the picture, as the umbrella or the

Oct. 9, 1924

benches and chairs on which the figures are seated. The radio suggests the atmosphere of now and, to me, it says that the product is popular with people who are progressive."

In a series of advertisements for



With bedtime stories

For their evening meal give the children N. B. C. Graham Crackers and milk.

Grown-ups, too, will find this combination not only tasty—but nutritious.

N. B. C. Graham Crackers have a more distinctive nut-like flavor than comes from using whole ground oats in the old-fashioned way between biscuits.

Ask your grocer to send you some of these Graham Crackers and be sure you get the genuine mark for them by name, N. B. C. Graham Crackers.

NATIONAL BISCUIT COMPANY
"Uncle Nibbles"



A PROMINENT ADVERTISER FINDS AN ALLY
IN RADIO

a campaign on a special hospital appliance in medical journals, an advertiser has introduced radio atmosphere admirably.

Soldiers, for example, recovering from troubles of the recent war, are pictured "tuning in," as they lie in their cots. It is a well-known fact that radio sets are being supplied to individual cots in many modern hospitals, and these dull, listless and even unpleasant scenes are high-lighted and made welcome by this radio touch.

Silverware, and the brilliant, scintillant scene of a dinner party in progress.

There are many figures, candles,

immaculate linen. The accessories are quite above reproach. Everywhere, one sees the little touches which suggest that the artist knows what is correct and modern. He has omitted nothing which will contribute to this atmosphere of modernity.

And, through the doorway, which opens upon a luxuriant library, may be seen, dimly, the radio set, awaiting the hour when everyone will be collected around it. Just a "touch," but an altogether happy and appropriate one.

A double-truck was painted by an artist for a roofing manufacturer. It was a look-down vista of many suburban homes, and told its story satisfactorily. This drawing was submitted to the advertiser who lived, not in New York, where the painting was made, but in a very small New England village, a manufacturing community.

Studiously, the official looked at the illustration.

Finally, he said:

"The artist who drew it lacked imagination. And he lives in a big city, too. That picture is really incorrect and inaccurate."

His words were received with considerable astonishment. In what respect was the drawing inaccurate? The artist was a specialist in such matters.

"Where are the radio aerials?" asked the advertiser, "I missed them the moment I looked at the drawing. Here in our village, you can scarcely find a house that hasn't its aerial. I want our advertising to be modern. I want the public to know we are alive. The aerials are as necessary as the chimneys, or the roofs themselves. They are one of the signs of the times. Put 'em in, and I'll OK your spread."

Nothing is more essential than that the advertising illustrator of this era absorb its spirit and its progress. Otherwise, his drawings will slip back into the obsolete and the out of date.

Becomes "Experimenter"

Practical Electrics, New York, beginning with the November issue will change its name to the *Experimenter*.



OLD STYLE printing was apt to be pretty ornate. The idea seemed to be to get in a lot of fancy type and fancier art work. Nowadays the better practice is to keep the printing simple and dignified, and yet to add a touch of decoration, just to avoid the appearance of austerity. In producing fine printing, our work is characterized by a certain restraint which, by many critics, is considered an evidence of good taste.

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300
Printing Crafts Building, New York

We believe that the three following pages are of more interest and profit to buyers of advertising space than anything that has appeared in PRINTERS' INK for many a day.

They show conclusively that among the many magazines you have up for consideration from time to time, TRUE STORY offers the greatest possibilities to both the publicity and the mail order advertiser—possibilities based entirely on performance.

A keen scrutiny of what follows must convince you of the fact that the mail order advertiser points the way for the publicity advertiser—because the mail order advertiser *must* get results in order to continue advertising.

True Story

Magazine

These Publicity advertisers are in November TRUE STORY. The figures following each name indicate the number of insertions these advertisers have used in TRUE STORY up to date.

Lambert Pharmacal Company, 18
 Resinol Chemical Company, 2
 Princess Pat, Ltd., 27
 Ben Levy Co., 19
 Diamond Dyes, 8
 May Breath Company, 5
 The Kenton Pharmacal Co., 7
 Kondon Manufacturing Co., 1
 Othine, 24
 Sem-Pray Jo-ve-nay Co., 13
 Standard Laboratories, Inc., 1
 The Glazo Company, 2
 S. C. Johnson & Son, 35
 National School of Cosmeticians, 1
 Delicia Laboratories, Inc., 11
 Forhan Company, 15
 Frederick F. Ingram Co., 5
 Empress Company, 9
 Bayer Aspirin Tablets, 15
 Liggett & Meyers, 8
 A. H. Lewis Medicine Co., 14
 Boncilla Laboratories, Inc., 24
 Danderine, 11
 A. Bourjois & Co., 9
 Paris Toilet Company, 20
 Brett Manufacturing Company, 1
 Hannibal Pharmacal Co., 19
 Freezone, 9

American Chicle Company, 15
 Musterole Company, 13
 Pepsodent Company, 20
 Liquid Veneer Company, 1
 Madame Berthe, 52
 C. S. Welch Company, 13
 Hair Groom, 5
 Pepsin Syrup Company, 3
 Fletcher's Castoria, 11
 Ross Company, 32
 Maybelline Company, 33
 J. W. Kobi Company, 5
 The Murine Company, 11
 D. D. D. Company, 14
 California Fig Syrup Company, 8
 Mary T. Goldman, 31
 Marmola Company, 19
 Sheffield Co., 6
 Kolar Laboratories, 14
 Hygienic Laboratories, 27
 Paul Rieger & Co., 18
 Madame X Company, Ltd., 10
 The Jung Arch Brace Co., 16
 Engel Manufacturing Co., 7
 Siewin Company, 20
 Universal Chiropractors' Assn., 12
 Rubberset Company, 1

These Mail Order advertisers are in November TRUE STORY. The figures following each name indicate the number of insertions these advertisers have used in TRUE STORY up to date.

Chicago-Engineering Works, 76
 Nelson Doubleday, Inc., 62
 School of Classic Dancing, 34
 La Salle Extension University, 62
 National Salesmen's Training Association, 58
 Hartman Furniture & Carpet Co., 47
 Jos. De Roy & Sons, 35
 National Stationery Co., 12

U. S. School of Fingerprint, 17
 American Specialty Co., 15
 C. F. Johnson & Co., 34
 Perfect Voice Institute, 32
 The Olive Company, 48
 First Hawaiian Conservatory of Music, Inc., 137
 Elite Jewelry House, 18
 Occult Science Association, 5

(see following page)

Mysto Company, 30
 Home Supply Company, 29
 Theo. Audel & Co., 10
 Chicago Auto Shops, 17
 Elmer Richards Company, 12
 U. S. School of Music, 53
 The Authors' Press, 97
 World Mail Order Company, 19
 Inkograph Company, Inc., 2
 Mexican Gem Importing Co., 47
 Denver Optic Company, 2
 Alexander Laboratories, 15
 American Novelty Company, 10
 American School of Music, 43
 Artificial Ear Drum Co., 7
 W. W. Hilton, 12
 Ohio School of Commercial Art, 2
 Universal Distributors, 23
 Prof. H. W. Titus, 14
 Mlle. Sophie Koppel, Inc., 22
 Crystal Ball Company, 12
 Orient Exchange, 14
 Imp-O-Luck Company, 9
 Mellinger Tire and Rubber Co., 18
 Arthur Murray, 55
 The Morley Company, 41
 Aymes Company, 18
 L. A. Sanative Company, 3
 Willard Frances Beauty Parlors, 9
 Electro Thermal Company, 15
 E. S. Givens, 66
 Consolidated Novelty Company, 6
 Jennings Manufacturing Company, 9
 Reliable Sales Company, 11
 Wilson Ear Drum Company, 32
 Ogilvie Publishing Co., 28
 M. Trilety, 44
 Pathfinder Company, 7
 International Mail Order Co., 31
 C. J. Ozment, 52
 Coyne Electrical School, 20
 Codington School of Diamonds, 1
 W. Z. Gibson, 7
 Standard Business Training Inst., 33
 Baker, 1
 Niagara School of Music, 25
 Bradley, 10
 Johnson Smith Company, 21
 W. H. Warren, 22
 Northwestern School of Taxidermy, 17
 E. Richwine Company, 50
 Smith Typewriter Sales Co., 31
 Garfield Importing Co., 29
 E. M. Davis Company, 3
 Reliable Sales Corporation, 12
 University of Applied Science, 38
 American Business Builders, 8
 Baird-North Company, 7
 Spiegel, May, Stern Company, 16
 Personal Arts Company, 1
 Allied Merke Institutes, Inc., 21
 McGowan Laboratories, 25
 Tiffany Laboratories, 1
 Wallace Institute, 23
 Review of Reviews Corp., 14
 Paris Toilet Company, 20
 University Extension Conservatory, 32
 Akron Lamp Company, 1
 Roanoke Photo Finishing Co., 28
 Williams Company, 34
 Gibson, Inc., 5
 Kathryn Murray, Inc., 21
 Fashion Embroideries, 2
 Metallic Letter Company, 38
 Larkin Company, 9
 Quickeedge Sharpener Co., 6
 C. W. Archer Shoe Co., 1
 Frances Roberts Co., 17
 Rica Co., 3
 Franklin Institute, 193
 E. C. Harley Company, 2
 McKinlay, Stone & MacKenzie, 4
 Woman's Institute, 35
 D. J. Mahler, 20
 Mme. Annette, 26
 Lyon & Healy, 5
 T. S. Denison & Co., 12
 Milton Gordon, 4
 Youth-Ami Laboratories, 14
 Stickel Company, Inc., 5
 Bluine Mfg. Co., 1
 Palmer Institute of Authorship, 23
 W. Hillyer Ragsdale, 45
 Wavex Company, 25
 Davey Tree Expert Co., Inc., 1
 Francis Jordan, 2
 Brief English Systems, 1
 Lewis Hotel Training Schools, 41
 J. M. Lyon & Co., 29

Wearplus Company, 13
 Federal Mail Order Company, 1
 Marie Franzan, 35
 Funk & Wagnalls Company, 14
 Lucille Young, 20
 International Correspondence Schools, 227
 Fischer Manufacturing Co., 1
 Loftis Bros., 56
 Kay Laboratories, 33
 Dr. R. Lincoln Graham, 16
 Richard Fink Co., 43
 Mac-o-Chee Company, 21
 American School of Aviation, 10
 Lincoln Typewriter Company, 3
 Standard Business Training Inst., 31
 The Weil Company, 8
 Rosgren Export Company, 9
 Quinn Conservatory, 26
 Franklin Jewelry Company, 3
 Standard Proprietaries, Inc., 12
 Coyne School of Drafting, 18
 Dia-Gem Company, 105
 Lewis Tea Room Institute, 18
 American School, 34
 The Dr. Egan Manufactory, 25
 The Getgey-Jung Co., 17
 Meyer Both Company, 28
 Monocraft Leather, Inc., 1
 Spear & Co., 19
 Oriental System of Beauty Culture, 46
 Ferry & Co., 59
 Farmer Burns School, 14
 Nileart Company, 2
 Kalamazoo Stove Co., 3
 New York Academy of Music, 96
 Baer Bros., 28
 The Landon School, 14
 Miller System of Correct English, 1
 L. Fish Furniture Co., 29
 Jeanne Walter, Inc., 24
 Greer College, 4
 Fireside Industries, 18
 L. W. Sweet, Inc., 54
 Buescher Band Instrument Co., 32
 Fyr-Fyter Co., 6
 Burlington Watch Co., 43
 Rudolph Wurlitzer Co., 24
 Lionel Strongfort, 57
 Williams & Co., 34
 Auto Knitter Hosiery Co., 15
 Madame Elaine, 10
 McCarrie School, 13
 Federal School of Commercial Design, 38
 Aurine Remedy Co., 6
 Manufacturers' Sales Corp. *A* America, 14
 Columbia School of Drafting, 12
 Garfield Importing Co., 29
 Chicago School of Nursing, 11
 Brooks Appliance Co., 14
 Fulton Mercantile Co., 14
 Anita Company, 37
 Royal Diamond and Watch Co., 25
 The Comer Manufacturing Co., 19
 Federal School of Illustrating, 9
 Lenora Manufacturing Co., 7
 Pharmaceutical Products, Ltd., 25
 Howard C. Rash, 38
 National Radio Institute, 16
 Katherine Kellogg, 1
 Shipman-Ward Mfg. Co., 24
 Sterling Diamond & Watch Co., 105
 Annette Kellerman, 17
 Washington School of Art, 52
 Artcraft Studios, 13
 Literary Bureau, 42
 Patterson Civil Service School, 21
 Chief Draftsman Dobe, 29
 Harold Lachman Company, 58
 Internat'l Typewriter Exchange, 18
 The American Products Co., 27
 Ridpath Historical Society, 12
 Studebaker Watch Co., 18
 Empire Watch Manufacturing Co., 7
 Washington School of Cartooning, 31
 Young Typewriter Co., 24
 Klein & Co., 36
 Mussehl & Westphal, 5
 H. W. Eakins, 1
 Earle E. Liederman, 48
 World's Star Knitting Co., 7
 La-Mar Laboratories, 4

Oct. 9, 1924

An Example of Poppy-Cock Guarantees

CRESCENT TOOL COMPANY
JAMESTOWN, N. Y.

Editor of PRINTERS' INK:

I have been reading some of the articles in PRINTERS' INK covering the uses and abuses of the guarantee and have just received a letter from one of our customers in New York which is particularly apropos. I am quoting the letter below:

"There are too many people shouting 'quality' and 'guaranteed' and in New York it is apt not to mean anything. I saw an episode in a hardware shop, where a customer had previously bought a pair of German-made pliers; when he tried to break off a piece of brass wire, one whole jaw dropped away, showing a flaw in the steel extending completely through the jaw. He brought it back to the dealer and demanded a new pair, as the pliers were marked in the window 'guaranteed.'

"Whereupon the dealer pointed out that the steel was flawed and said they did not guarantee against flaws; he was willing to replace any pliers that broke, provided the metal was not flawed."

CRESCENT TOOL COMPANY
C. R. SWISSELM,
General Sales Manager.

OUR correspondent emphasizes at the very point about the guarantee that PRINTERS' INK has been bringing out right along. That is: in too many cases a guarantee is the weakest sort of a selling argument. Very often, when the fact that a product is guaranteed is conspicuously featured, it is a sign that it has to be guaranteed. Good products that are in demand do not have to be openly guaranteed. The public accepts them as they are, with the assurance that if they do not give satisfaction in any particular instance the seller will gladly make good on the transaction.

In other words, the buyer infers that all high-grade goods are guaranteed. Knowing that the public has confidence in the quality of their goods and in the integrity of their trade-marks, the manufacturers of most worthy products try to merit this confidence. For this reason, these manufacturers maintain an adequate inspection system in their factories so that only merchandise which comes up to their standards is sent into distribu-

tion. On the other hand, the manufacturer who is always playing up his guarantee sometimes grows careless in his inspection methods, feeling that his guarantee offer will be sure to catch any defective goods that leave the plant.—[Ed. PRINTERS' INK.]

Halister Clarke, Inc., New Advertising Business

Halister Clarke, Inc., is the name of a new advertising business which has been formed at New York by Halister Clarke, John S. Barrows, William E. Annin, Jr., and A. N. Clarke.

Mr. Clarke is president. He formerly was account manager with The Corman Company, Inc., and at one time was with The H. K. McCann Company as copy director at New York. More recently he has been with the Dorland Agency, Inc., New York, as vice-president and director of plans.

Mr. Barrows is vice-president. He has been president of an advertising agency business which he has been conducting under his own name at Denver. Mr. Annin, who also will be vice-president, has been engaged in sales executive work. A. N. Clarke is secretary-treasurer. He has been with L. F. Rothschild & Company, New York, investment banking.

Halister Clarke, Inc., will maintain an office at Denver, taking over the business of the Barrows agency.

Fanny Farmer Candy Account to Buffalo Agency

The Finley H. Greene Advertising Agency, Buffalo, has obtained the advertising account of the Fanny Farmer Candy Shops, Inc., Rochester, manufacturer of Fanny Farmer candies. These candies are sold in a chain of candy stores which the company operates. A campaign in twenty-five cities in Eastern and Mid-Western cities is being planned.

Federal to Direct Advertising of Schulte Interests

David A. Schulte has appointed the Federal Advertising Agency, Inc., to direct the advertising of the businesses in which he is interested. These include the Schulte Retail Stores Corporation, Alfred Dunhill of London, Inc., Park & Tilford and the Continental Tobacco Company.

Leaves Hearst General Management

John H. Schnackenberg has resigned from the staff of the Hearst General Management with which he has been associated since 1921. He has for some time conducted a public accounting practice at New York for publishers to which he will devote all his attention.

Kansas City Journal-Post's Sunday Radio Page

"Questions and Answers" column draws hundreds of letters each week from the 190,000 newspaper buyers—more than 500,000 readers.

Radio fans want better machines—they are constantly buying accessories and parts.

Sell them your products! Kansas City is a natural business center surrounded on four sides by the richest agricultural lands in the world. These people have money to spend due to a record crop in Missouri and Kansas. The Journal-Post influences a great purchasing power.

**Second Lowest Milline Rate,
Morning or Evening,
in America***

**Lowest Sunday Milline Rate
in the Immediate Kansas
City Territory***

***On a 2500 Line Contract Basis**

VERREE & CONKLIN

New York

Chicago

Detroit

San Francisco

To Attract Attention-Sp

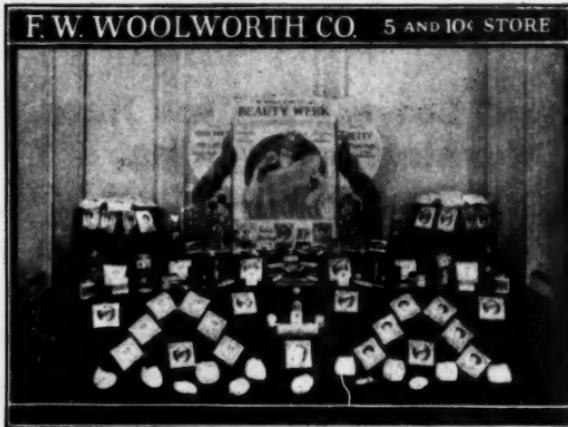
THE first law of advertising is "Attract Attention."

Cut outs are designed primarily to attract and they are produced almost universally by *offset*. Artists blend beautiful colorings into appealing subjects—the offset process retains all of the artist's original appeal.

Other forms of advertising—folders, booklets, car cards, posters, broadsides—must also attract and appeal. Like cut outs, *they should be produced offset*. They, too, should preserve the effectiveness of the original drawings and layouts.

Call in an Offset Salesman

All around you are lithographers operating offset presses. Invite their salesmen to explain



Produced on a Harris Offset Press

and illustra by sa
ing the doinatin
direct advertising

Published in the interests
Advertising by the Harris
Company, Cleveland, Ohio

HAIR
offset pres

36 x 40 offset
Co. Above, two

Specify Offset

Illustrate samples why offset is becoming the dominating method of producing advertising matter.

ed in the interests of More Effective
ing by the Harris Automatic Press
y, Clevedon, Ohio, manufacturers of

HARRIS
Offset presses



6 x 40 offset cut out, by courtesy of F. W. Woolworth
Co. Above, two reproductions of subjects on the cut out.

“A Mighty Good Medium”

Among the manufacturers whose advertisements appear regularly in The Christian Science Monitor is the National Company of Cambridge, Mass., manufacturers of National D X Condensers, Velvet Vernier Dials, Browning-Drake Regenaformers and other Radio apparatus. The following letter is reproduced by permission:

September 19, 1924.

The Christian Science Monitor,
Falmouth Street, Boston, Mass.

Gentlemen:

It may be of interest to you to know the results we have derived from our advertising in the Monitor during the past few months.

In every case where we have used space, we have been able to definitely trace sufficient business to more than pay for the advertising used.

We consider the Monitor a mighty good medium.

Very truly yours,

NATIONAL COMPANY,
(Signed) W. A. Ready, President.

We have in our files similar letters from many other advertisers, covering a wide range of products, who have found it profitable to offer their goods to the readers of The Christian Science Monitor.

A steadily growing list of national advertisers who use the Monitor shows an increasing knowledge of the preference of Monitor readers for Monitor-advertised goods.

The Christian Science Monitor

Member A. B. C.—Circulation Analysis on Request

ADVERTISING OFFICES

Boston, 107 Falmouth St.

New York, 270 Madison Ave.

London, 2 Adelphi Terrace

Chicago, 1458 McCormick Bldg.

Cleveland, 1658 Union Trust Bldg.

Detroit, 455 Book Bldg.

Kansas City, 705 Commerce Bldg.

San Francisco, 625 Market St.

Los Angeles, 620 Van Nuys Bldg.

Seattle, 763 Empire Bldg.

Change of Pace in Copy

How Truly Warner Made an Overnight Shift to Meet New Buying Habit

By Ralph Crothers

THE person who hands human beings their weather supply has a tremendous influence on business. A man who makes incubators discovered that directions for operating his hatching machines depended a great deal on the humidity in different sections of the country. Each machine needed a fixed amount of moisture to secure best results.

He wrote to the Weather Bureau to learn relative humidity in various parts of the country. Then he made an entire and sudden shift in his operating directions so that his apparatus could be adjusted by the owner. Securing this information and the change to meet the situation cut down the number of complaints and made his difficult task an easy one. The archives of the Weather Bureau at Washington contain many similar incidents.

The weather makes quick changes in buying habits and necessitates equally quick changes in selling policies. How the Truly Warner hat stores, operating a large number of retail establishments in a list of fourteen cities, discovered such a change and made a twenty-four-hour shift in advertising appeal to meet it, makes an incident of interest to every manufacturer whose business is at all influenced by the weather. The incident also proves the value of good-humored copy to "kid" the buyer out of a temporary buyers' strike.

Men's hats have peculiarities which seem to prove that what "they are wearing" is a powerful sales factor among men as well as women.

It is a tradition, for example, that the Princeton-Pennsylvania baseball game officially opens the straw hat season in Philadelphia. Years ago the college students decreed that everyone attending this game, which occurs each year in the first week of May, must go

straw-hatted. The custom spread to the general public, and persists to such an extent that thousands of straw hats can be sold in Philadelphia on a cold, rainy day if it happens to be the day of the game. One Truly Warner store in Philadelphia sold on that day last year 16,000 straw hats.

Then again, in the fall, tradition decrees in most sections that all straw hats be discarded on September 15 at the latest. This tradition resulted in the time-honored custom of a man walking into a hat store during the first two weeks of September with a battered straw hat on his head which he left in the store, replacing it with the latest thing in brown or gray felt.

But this year the weather stepped in to change the custom. Truly Warner had an advertising campaign all started which tied up nicely with the polo games on Long Island and featured numbers like the Prince of Style and the Piping Rock, named to fit in well with the news of the day. The sales force was geared up to take care of the rush and everything was all set. But the usual record-breaking crowd didn't come through.

AN UNUSUAL WEATHER REPORT

An investigation was quickly started. Wires were sent to prominent newspaper men asking them to get a count of the people who were wearing last year's felt hats. It was found that the cold weather of early September had induced John Citizen to go up in the attic and dig out last year's felt hat which he had purchased in large numbers for a late Easter last spring.

Investigations among the clerks at the counter showed a smaller percentage of throw-aways to purchases than usual. Replies to wires confirmed the suspicion of the heads of the company in New

York. As E. J. Gould, vice-president of the company, said: "The man in his old felt didn't feel so conspicuous on call-in day as he did when he was wearing a straw. He didn't hear the bell ring on September 15. His old felt was comfortable and inconspicuous. It

presented itself. The usual copy wouldn't bring the buyers in large numbers. Something extraordinary had to be done.

Good-humored copy to "kid" the buyer out of his old, battered hat was decided on. But it was not possible for a hatter to say over his own signature that the old hats looked terrible. Ridicule would have been poor policy. Briggs, the cartoonist, was made the critic. A series of advertisements was prepared with the caption, "See Yourself as Briggs Sees You." Some of this cartoonist's best-known series, such as "When a Feller Needs a Friend" and "That Guiltiest Feeling" were used to show the man who clung to last year's headpiece that he wasn't exactly a Beau Brummell.

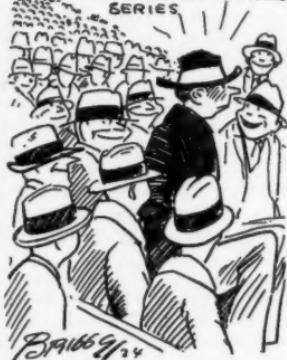
Friend wife was shown looking at her husband and refusing to be seen on the street with him unless he bought a new hat. The cartoonist made his characters do the criticizing instead of the hatter. The new sales message was put over with a chuckle instead of the frown it might have caused with a more direct attack on the old-hat habit. The managers of all the stores were giving news of the quick change of pace in the copy by letter and the new advertisements were released to all.

With the quick change in copy came the problem of how to tie up with the window display material already prepared. In the original advertising campaign a number of miniature lamp posts had been sent out to designate "Style Avenue and Quality Street" as a tie-up with the newspaper copy.

A happy idea made it possible to connect the new good-humored copy even more closely with the store window. The sheet with the street names was pulled out of the lamp post and a mirror, specially made on light stock, slipped in its place. The headline of the new advertisement, "See Yourself as Briggs Sees You," was enlarged to become a window strip above the lamp post. An enlargement of the advertisement of each

When a Feller Needs a Friend : By BRIGGS

YOU ARE APT TO FEEL
LIKE THIS IF YOU WEAR
LAST YEAR'S HAT TO
THIS YEAR'S WORLD'S
SERIES.



See Yourself as Briggs Sees You

If you "need a friend" just remember I've got a style for every Senator and a size that will fit any Giant.

And Walter Johnson himself couldn't put one over with more on it—not for \$2.95.

Truly Warner
Headquarters for Hats
Stores Everywhere—See Telephone Book for Address

GOOD-NATURED COPY THAT OVERCAME A
HANDICAP OF UNSEASONABLE WEATHER

looked shabby, but it felt all right."

With the other city reports showing that from 60 to 75 per cent of the men passing hat stores were wearing last year's old hats because they had dug them out of their hiding-places before the new hat advertising appeared, and were content to wait before they purchased, a new sales problem

Can You FIGHT ?

Is your business lined up to meet strong competition? Competition not only of strong competitors but of unfavorable general business conditions?

Does your business need a fighter? Somebody who can give your salesmen a new proposition, your executives a new plan—a new objective to work for, your advertising copy a new appeal, and your trade arguments new pulling power.

Wouldn't you like to find someone who could give your whole outfit a new start?

Why don't you try us? It wouldn't take you long to see what we have.

M.P. Gould Company

Advertising Agency

454 Fourth Avenue, New York

day is being pasted next to it.

Thus the man whose last look at himself in the mirror was when he gave himself a nice clean shave was enabled to take a good look at himself in his hat. If it looked anything like the frayed and worn headpieces depicted by Briggs, the buying motive was tied up in the closest possible way with the new hats displayed in the window.

Though the advertisements, with the mirror tie-up, have been running but a short time, the reaction of the public to the good-humored campaign, in the form of more sales, has already been more than sufficient to justify the quick shift in advertising plans.

The incident proves that a change of pace in the copy can be used with advantage to overcome a change of pace in buying habits.

Sphinx Club Has Active Season Ahead

THE subjects which are being selected for discussion at the meetings of the Sphinx Club, of New York, during the coming season are wide and varied in their relation to advertising. Radio will be discussed by speakers who are recognized authorities in this particular field. Press agency and publicity will be the topic of discussion at another meeting.

The problem of the trade-mark, both from the standpoint of the manufacturer and the retail merchant, is another topic. One meeting will be devoted to following the thought which a product receives from the different groups as it passes through the channels of distribution. A product will be selected, for instance, and its manufacturer will tell what he thinks of it. He will be followed by a retailer who will tell why and how the product interests him from the retailer's viewpoint. Then the discussion will be turned over to a consumer who will endeavor to explain what thoughts the product creates in her mind.

The meetings are held in the

evening and each one will be devoted to a particular subject. "Fifth Avenue Night" will be the first meeting of the season. This will be held at the Waldorf-Astoria on October 14. It will be the club's contribution to the plans which are being made to celebrate the one hundredth anniversary of this famous thoroughfare. The speakers will be Robert Grier Cooke, president of the Fifth Avenue Association, and Horace A. Saks, vice-president of Saks & Co., who is in charge of their new Fifth Avenue store.

Frank A. Munsey will be the principal speaker at the November meeting. The club does not meet in December and the following meeting in January will be called "Radio Night." David Saranoff, vice-president, Radio Corporation of America, together with a representative of the American Telephone & Telegraph Company, will be the speakers. This meeting will be broadcast by WJZ and WEAF.

The February meeting will be "Press Agent and Publicity Night."

Joseph P. Day is president of the club. The other officers are: Vice-presidents, Lord Leverhulme, Charles Dana Gibson, Barron Collier, John Irving Romer, Frederick Park Humphreys and Stanley R. Latshaw; secretary, Roger J. O'Donnell, and treasurer, F. St. John Richards. Herbert Everett is in charge of program arrangements.

"Bronx Home News" Buys Manhattan Newspaper

The *Bronx Home News*, New York, daily newspaper, has bought the *Harlem Home News* which has been published on Wednesdays and Sundays. Both publications have been merged under the name of *The Home News* which will be issued evenings with a Sunday morning edition.

P. J. Giffen with Hamilton "Herald"

Perry J. Giffen, formerly managing editor of the *Halifax, N. S., Sunday Leader*, has been appointed advertising manager of the *Hamilton, Ont., Herald*. He will also do special work for the *Windsor, Ont., Border Cities Star*.

An efficiency shark told us once that we could turn out work faster and make more money if we were not quite so finicky about the quality of our typography. Perhaps that's true. But we wouldn't enjoy ourselves half as much.



J. M. BUNDSCHO, INC.
Advertising Typographers

58 E. WASHINGTON - 10 E. PEARSON
CHICAGO

HERE TYPE CAN SERVE YOU

RECOGN

The circulation record of The New York Telegram and Evening Mail since the consolidation last January has been so satisfying—the sale of the newspaper is so thoroughly local (98.5 per cent within 50 miles of City Hall) and the rates for space are so attractive—that it is no source of surprise that for seven months The Telegram-Mail has continuously ranked third in lineage, The Sun and The Evening Journal being the only New York evening newspapers with a greater total.

Among prominent national accounts that have recently made contracts with The Telegram-Mail are:

Boyce & Veeder Co. (Boyce-ite) Colgate & Co. Kops Bros. (Nemo Corsets) Royal Baking Powder Co. (Royal Gelatine) Standard Milling Co. (Hecker's Flour) Walk-Over Shoes Am. Cranberry Exchange Carbona

The New York Telegram
Average Net Paid Circu

Western Representative: J. E. LUTZ
Tower Building, Chicago, Ill.

Publication Office, 73

ADVERTISEMENT

CONTRACTS NOW IN FORCE ON TELEGRAM-MAIL

MISCELLANEOUS

Fain Knitting Mills

Dr. R. Geyser

E. T. Hartinger

Knickertberger Ices

Liebmann Breweries

H. G. McFadden

McCray Refrigerator

N. Y. Telephone Co.

Nullife Co.

Order of Owls

Orington Bros.

Phila. Jack O'Brien

Ed Pinaud

Ed Propri & Co.

Swift & Co.

Sibley Pitman

Maison Bernard

Serv. & Comfort Sta.

Standard Oil Co.

W. & J. Sloane

Dr. Bloom

Textile Upholstery

Vacuum Cl. Spec. Co.

Westinghouse Elec.

Edw. Weck

L. F. Waterman

Yellow Taxi Corp.

Boyer & Veeder Co.

Groperns

J. Wens & Sons

Cottontail & Co.

Palmering Co.

Fred'k D. Ramm

House of Health

Lightolier Co.

Frost Lamps

N. Y. Edison Co.

L. I. Duck Growers

L. B. Kleinert Co.

Procter & Gamble

Bohn Refrigerator

United El. Lt. & P. Co.

National Woolen Ex.

Agfa Products

FOOD

Amer. Cranberry

Borden Farm Prod.

Nucos

Cushman's

Childs

Lea & Perrin's

Easton's Mayonnaise

Empire State Dairy

General Baking

H. A. Heinz

J. Morlack's Malted Milk

J. M. Horton & Co.

India Tea

Joint Coffees

Thos. J. Lipton

Loft, Inc.

C. F. Mueller & Co.

Mission Garden Tea

McCann's Jam

E. Pritchard

Seeman Bros.

Otto Stahl

Salada Tea

Schrantz's Stores

Shultz Bread

Ward Baking Co.

Standard Milling

Liebig's Malt

Marshall Maltomilk

Corn Products

Sheffield Farms
Johann Hoff Malt
Nedick's
Royal Baking**FINANCIAL**Chase Nat'l Bank
H. L. Doherty
Dillon Read
Equitable Trust
Foster McConnell
Hornblower & Weeks
Kennedy & Co.
Liberty Nat'l Bank
Lee Higginson Co.
Lawyers' Title & Tr.
J. P. Morgan
G. L. Miller & Co.
Metals & Metals Bk
A. E. Murray
National City Co.
Public Service Co.
J. W. Seligman
Speyer & Co.
U. S. Mig. & Trust
Irving Savings
Kuhn, Loeb Co.
Guaranty Trust Co.
Emigrant Ind'l Bank
Bonbright & Co.
Lehman Bros.
Central Union Trust
Henry Clews**REAL ESTATE**Andrew Gross
Conrad Glaser
Mandel Ehrlich
Jos. P. Day
Hutchinski Realty**MEDICAL**Bellarm
Carlsbad Prod.
Clinical Lab.
Joint Ease
Dearborn Supply
Deisen Chem. Co.
Forhans
Kem-O-Zone
Thos. Leeming
Peposent Co.
Paris Medicine Co.
H. S. Peterson
Reserve Remedy
Scott & Bowne
R. L. Watkins
Carlton & Howey Co.
Allen S. Olmsted
San-J-Sal
E. Laurence & Co.
Dr. Ward
Marmots
Potter Drug & C. Co.**B.S. EXCURSION AND TRAVEL REPORTS**C. B. R. of N. J.
Cunard S. S. Co.
Canadian Pacific
Central Hudson
D. & H. Steamboat
French Line
Furness Bermudas
Hudson Nav. Co.
Hudson R. Day LineItalian-American
Iron Steamboat Co.
Lehigh Val. R. R. Co.
N. Y., N. H. & H.
N. England S. S. Co.
N. Y. Central Lines
Penn System
Seaboard Air Line
United Amer. Lines
United Fruit Co.
Lackawanna R. R. Co.
International Mer. Mar.**AUTOS**Fiat
Ford Motor Co.
General Motors
Girard Auto Co.
Haynes Auto
Hupmobile
Hudson & Essex
Nash Motors
Nordyke & Marmon
Peerless Motor
Packard Motor Car
Rickenbacher
Reo Motor Car Co.
Studebaker Corp.
Stutz Motor Co.
Standard Textile Prod.
Times Sq. Auto Co.
Willys Overland
B. F. Goodrich
Wm. Parkinson
Firestone Tires
Maxwell Chalmers**SPECIALTY SHOPS**Mme. Cluselle
Mme. Jenne
Jno. Forsythe
Hamilton Garment
Jean Jordon
A. Jacob
Kops Bros.
Nat Lewis
D. Marxon Co.Russeks
Rhodes & Co.
Wm. Jackman
Thompson Barlow
Wagner FursHudson Bay Fur
French Fur Shop
Orkins
StrengJahmes & Co.
Mark Cross
Crouch & Fitzgerald**JEWELRY**Gorham Co.
Tiffany & Co.**SPORTING GOODS**Abercrombie & Fitch
Winchester Stores**NEWSPAPERS AND MAGAZINES**N. Y. Evening Post
Star Pub. Co.
Street & Smith
Herald-Tribune**FURNITURE**Ludwig Bauman
G. Ludwig Bauman
S. Bauman

Curtis Co.

Cowperthwaite
Geiger & Braverman
W. A. Hathaway
Clark & Gibby
Kalmus Bros.
Sachs
Deutsch Bros.
Rudolph Roemer
Prospect Fur. Co.
Film & Hornet
Spar & Co.
Lennon & Co.**MEN'S WEAR**M. Arnhelm
B. V. D.Georges
Long's Hats
Montgomery Clothes
Phillips Clothing
Herbert SangerWhite & White
Cluett Peabody
Ritchie & Cornell
Finkelstein & MaiselSam Blum
Alfred Benjamin
Rogers Pest**DEPT. STORES**B. Altman
Arnold Constable
Berg & Co.Bloomingdale's
Koch & Co.Frederick Loeser
Franklin Simon
Saks & Co.Stern Bros.
Jas. A. Earn
Gimbels Bros.
Macy**SHOES**A. Alexander
Blyn ShoeJas. S. Howard
W. L. DouglasFrank Bros.
Andrew GellerG. R. Kenney
Queen QualityWalkover Shoes
Cammeyer

I. Miller & Sons

Hanan Sons

MUSICAL INSTRSAcolian Co.
Columbian Graph.M. Hohner & Co.
Kranich & BachMathushek Piano
Peano Piano Co.Sterling Piano Co.
Rudolph Wurlitzer

Hardman Peck

TOBACCOGeneral Cigar
Liggett & Myers

E. Regensburg

A. Schulte

United Cigar Stores

Amer. Tobacco Co.

OPTICAL

M. H. Harris

and EVENING MAIL**lation [SIX MONTHS] 220,249]****Dey Street, New York**Eastern Representative: DAN A. CARROLL
110 East 41st St., New York, N. Y.

A Magazine with 11 Invisible Date-Lines...

When the 1925 Show and Reference Number of MoToR reaches your desk on the 2nd day of next year, you will see but one date-line—January, 1925.

But as returns from your advertising in that issue continue to make up a part of your daily mail all through the Spring, Summer and Fall, you will realize that, in a sense, the date-line on the Show Number of MoToR is misleading.

For well might this big Annual issue of MoToR carry a date-line covering every month of the year. Unlike any other January magazine, it is current all year—from January to December inclusive. The numerous reference tables and the selling price of One Dollar and a Quarter a copy insure its life and usefulness until its successor appears on the newsstands.

Because of this it is superfluous, in this closing paragraph, to urge upon you the value of advertising space in January—let us merely warn you that final forms close on December 10th without fail.

MoToR

“The Automotive Business Paper”

EARLE H. McHUGH · Business Manager

119 West Fortieth Street · New York
Hearst Building · Chicago :: Kresge Building · Detroit

Getting Down to Hardpan on Window Display Problems

Window Display Convention Emphasized Necessity of Co-operation between Buyers and Sellers of Display Material to Make Windows More Resultful

HELPFUL co-operation in the production and use of window display material: Summed up, this was the keynote of the first annual convention of the Window Display Advertising Association. The convention closed its three-day session in Cleveland on the afternoon of October 1.

The program was evenly balanced and the majority of the papers read struck at the heart of definite problems of users of display material. A number of national advertisers related their experiences in cutting down waste and in getting displays placed in retail store windows. In turn they asked for suggestions as to the improvement of their displays from a manufacturing and distributing angle.

The association has faced a difficult problem in having in its membership both buyers and sellers of materials. In order to be of real value the association must be dominated by the national advertiser, yet it is difficult to get the advertiser to co-operate in what he fears may be merely a selling proposition. Thanks to the far-sighted policies of the first executives and trustees of the new association its convention was conducted on a sound basis which augurs well for the future.

The first day's proceedings have already been reported in *PRINTERS' INK*, and the work of the succeeding days followed the lines laid down by the opening sessions.

One of the most constructive speeches of the convention was that of J. T. Northrup, advertising manager of the Smith-Winchester Company, Jackson, Mich., on "The Small City Dealer's Viewpoint on Window Display."

"The average small city dealer does believe in window displays," said Mr. Northrup. "His windows are the front yard of his

business and the great majority of retailers do try to keep their windows attractive. I have found it difficult to locate a dealer who doesn't think his windows pretty important.

"Cutouts are perhaps the best displays we get and give life to a window that otherwise might be dead. I find some dealers who will not put in displays of certain lines because the selling policies of the manufacturer are not what the dealer has a right to expect.

"Most dealers complain that they receive too much display material unsolicited. Naturally, the dealer puts in the displays that mean the most to his business. So don't send displays to the dealer without finding out whether he will use them.

"Our most effective windows are those that tie up directly with national advertising, but the manufacturer should co-operate by telling the dealer when his national advertising will appear. We do need education in making the tie-up effective."

Mr. Northrup recommended that manufacturers employ display men, and also commented favorably on the traveling display.

In "The Important Phases of Window Display," J. Duncan Williams of Chicago covered a number of essential points in building the display and demonstrated by example the forcefulness of these points.

Members were taken by bus to Nela Park, home of the National Lamp Works of the General Electric Company. Here, the basic topic was effective lighting as an aid to window display. Before the lighting demonstrations, Joseph M. Kraus, advertising manager of A. Stein & Company, manufacturers of Paris Garters

and Hickory products, told how his company has increased its display showings from 1,300 seven years ago to 20,000 this year on exclusive Paris and Hickory windows. This has been done despite the fact that Stein products are small unit merchandise so that the average dealer cannot see at first how his sales on them will pay for the window space.

After an official welcome from P. B. Zimmerman, advertising manager of the National Lamp Works, A. S. Turner, Jr., of the lighting service department of the Edison Lamp Works, Harrison, N. J., sketched briefly some of the experiments made by the lamp divisions of the General Electric Company to increase the efficiency of dealer's window lighting.

He displayed charts showing that the intensity of lighting needed depends on the location of the dealer's store and what intensity various classes of stores require. He then touched briefly on the types of light that show off different products to the best advantage, demonstrating why furs and jewelry, for instance, need a much different lighting from evening gowns or fall wraps.

After his speech the delegates were conducted through Nela Park, being shown the sales school, the model retail store and other parts of the plant where the company is working with dealers to increase the efficiency of lighting as an aid to sales. At five o'clock a round table discussion was held in the Nela Camp, during which a number of vital display problems were brought up.

WINDOWS THAT APPEAL TO WOMEN

That same evening, closing the second day of the convention, the annual banquet of the association was held in the Nela Cafe. The speakers were Martin L. Pierce, merchandising and research expert of the Hoover Suction Sweeper Company, and M. Luckiesh, director of the Lighting Research Laboratory of the National Lamp Works.

Mr. Pierce talked on the emotional appeal in advertising, claiming that 90 per cent of merchan-

dise sold is moved on emotional appeal alone.

"The basic emotional appeal to men is laziness and the desire for comfort," he said, citing the success of the Van Heusen campaign as an example. "With women the appeal is beauty and youthfulness. Palmolive has been successful because it chose the striking slogan, 'Keep That Schoolgirl Complexion,' and has hammered away on it for years.

"In display it seems to me that one of the greatest essentials is to give the woman the idea of actual use. An electric toaster alone in a window means little to her, but put in a window that simulates a room, give her the impression of its having just been used or of being about to be used and it will catch her attention and hold it."

"Light as an Expressive Medium" was the subject of Mr. Luckiesh's talk. He went into the history of the development of light as a plastic medium, showed how little light is really understood and used today, and prophesied a great future of advancement in the knowledge of the use of light.

The first speaker in the morning session of the final day was Joseph M. Kraus, of A. Stein & Company, who elaborated on his speech of the day before and then told what the national advertiser expects and has a right to expect of window display.

R. O. Eastman, of Cleveland, followed with an address on "What the W. D. A. A. Can Accomplish by Research Work."

"There are four wastes in the use of display material which should and can be corrected by proper research into their causes," he said. "These wastes come about through the non-use of material, the failure to make material fill the job it is designed to fill, the destructive competition between advertisers which leads one advertiser to disparage another's work and makes the dealer get the whole display idea in the wrong light, and the over-ordering of material by the manufacturer, which causes him to have



Royal advises
STORES IN ADVANCE

ROYAL shows merchandise from the manufacturer . . . creates consumer demand . . . enables local stores to cash in on this demand.

Three weeks in advance of publication, Royal mails a Merchandise Bulletin to 3,800 leading buyers and merchandisers in stores and shops in cities over 25,000.

This Merchandise Bulletin lists each item in the forthcoming issue of Royal, **AND GIVES THE MAKER'S NAME**. The store can order any item by wire in time. This is a service offered by no other fashion magazine. It is an absolutely new idea. It is meeting with tremendous success. **BECAUSE IT MAKES VISIBLE SALES OF GOODS.**

*The Merchandise Bulletin
 also gives a list of advertisers
 in the forthcoming issue.*

ROYAL

A Condé Nast Publication

Oct. 9, 1924

material in his stockroom which he never uses.

"To my mind, the association needs the definite experiences of users of successful material as a basis for the building of new material. Manufacturers must pay the dealer for window space, not in actual cash but in profits and results. Good display advertising often is built on the idea of unselfish co-operation; that is, of helping sell other products in the store besides those featured in the display. Steps must be taken to cut the costs of display material and get more use of the material ordered. Finally, the association must build up rigid standards of practice in buying, selling and using displays, these practices built upon definite research experience."

At a joint luncheon with the Cleveland Advertising Club the speaker was Henry Turner Bailey, Dean of the Cleveland Art School, and his subject, "The Temptation of the Buyer." Mr. Bailey covered the requirements of good display from the viewpoint of the artist who has made a study of the psychological reactions of the consumer to good and bad arrangement.

At the afternoon session Earle Pearson, of the Associated Advertising Clubs of the World, officially notified the association of its admittance to the Associated Clubs as a departmental, sketched the work of his organization and told what was expected of the W. D. A. A. as a departmental. The convention then began its final business session.

It was decided to gather the proceedings of the convention into a year book, to be distributed not only to members but also to interested national advertisers and others. The convention authorized the appointment of a committee to take care of the association's activities at the next convention of the Associated Advertising Clubs of the World in Houston next year. A meeting place for the next annual convention was not chosen, the matter being left in the hands of a com-

mittee on conventions which will report later.

The following officers were chosen: President, Edwin L. Andrew, assistant to the manager, Department of Publicity, Westinghouse Electric & Manufacturing Co., Pittsburgh; vice-president, C. T. Fairbanks, Edwards & Deutsch Lithographing Co., Chicago; secretary and treasurer, Frederick L. Wertz, New York. In a few months a paid secretary will be chosen. Until that time Mr. Wertz will assume the duties of the secretary.

The board of trustees was chosen as follows: Chairman, Arthur Freeman, Einson-Freeman Co., New York; Dr. F. H. Peck, retiring president of the association; M. Munson, Hoover Suction Sweeper Co., Chicago; Joseph M. Kraus, A. Stein & Co., Chicago; P. W. Murphy, Fuller and Smith, Cleveland.

R. E. Fawn with Premier Press

Richard E. Fawn, formerly with the sales promotion department of the National Carbon Company, has joined The Premier Company, Cleveland, direct-mail advertising. More recently he has been with the Carroll Company, Kansas City, investment house, as secretary in charge of sales and advertising.

N. B. Misell Joins Westinghouse Distributor

Newton B. Misell, until recently sales manager of the Asbestos Textile Company, New York, has joined E. R. Keene, Inc., Washington, as assistant general manager. The Keene company is wholesale distributor of Westinghouse batteries and radio apparatus.

McGraw-Hill Advances F. L. Egner

Frank L. Egner, who has handled the retail and educational advertising of the McGraw-Hill Book Company, Inc., New York, for several years, has been appointed advertising and sales manager in full charge of all advertising and sales.

Joins N. W. Ayer & Son

Edgar H. Felix has joined the staff of N. W. Ayer & Son, Philadelphia. For the last two years he has been associated with broadcasting station WEAF, operated at New York by the American Telephone & Telegraph Company.

EVIDENCE —if you need it!



HERE is further proof that the advertising day of the business paper has dawned. If you have missed any of our current series of agency "success stories," ask for the set. If at any time you need facts, figures or other findings on America's greatest market, the dry goods and department store, ask our aid.

Profit is promised!

The
ECONOMIST GROUP
New York - Chicago - St. Louis - San Francisco

Who Reads Success?

A keen, intelligent, responsive and substantial class who aspire to bigger things in life, not altogether materially but spiritually as well.

That element of the American people who make up the backbone of the Nation.

Those interested in a broader outlook on life, religion, education and general uplift.

Here are some facts in regard to Success readers.

87.2%—Male Subscribers

82.6%—Married

65.1%—30 to 50 Years

20.9%—20 to 30 Years

12.1%—50 to 65 Years

1.9%—Over 65 Years

79.1%—Own Their Homes

37.4%—Own Radios

84.4%—Own Automobiles

The above figures represent the result of an extensive investigation of Success subscribers.

Thousands of New Readers are Joining Ranks Monthly

Circulation last six months

May	107,280
June	107,153
July	116,606
August	121,568
September	119,577
October	128,166

When complete newsstand returns are made the figures for August, September and October will be materially increased.

November Issue 180,000 Copies

New Advertising rate \$400 per page in effect with January issue based on a circulation in excess of 150,000 net.

Success offers a rising market for all advertisers, interested in maximum results at a minimum expenditure.

Success

The HUMAN Magazine

FOUNDED 1898 by Dr. ORISON SWETT MARDEN

251 Fourth Avenue

New York

In Canada it's newspapers for— Successful Fall Harvests

Canada watches Fall crops with "breathless interest." This year they have been a general success. This will stimulate business and increase purchasing power to the great advantage of those who advertise their products through the pages of

THE DAILY NEWSPAPERS OF CANADA

Write these papers—ask your agency

The Maritime Market

	Population	Newspaper
Halifax75,000	Herald & Mail
Halifax75,000	Chronicle & Echo

Quebec Market

	Population	Newspaper
Quebec117,500	Le Soleil (French)
Quebec117,500	Chronicle
Montreal839,000	Gazette
Sherbrooke23,515	La Tribune (French)

Pacific Market

	Population	Newspaper
Victoria60,000	Colonist

Ontario Market

	Population	Newspaper
London70,000	Free Press
London70,000	Advertiser
Hamilton114,151	Spectator
Peterboro25,000	Examiner
Kitchener29,600	Record
Kingston25,000	Whig

Prairie Market

	Population	Newspaper
Winnipeg280,000	Free Press
Winnipeg280,000	Tribune
Edmonton70,000	Journal
Calgary75,000	Herald
Regina35,000	Leader & Post
Saskatoon31,364	Phoenix & Star
Moose Jaw20,000	Times & Herald

National or Sectional Coverage

Is Your Sales Area Limited to a Day's Journey?

How a Hardware Jobber Increased His Territory from Less than One Hundred Square Miles so That It Now Includes a Large Section of the Country

By Charles G. Muller

CAN jobbers profitably do business at a distance? Does it pay jobbers to put salesmen on the road, with heavy traveling and selling expenses?

The answers to these questions are of interest to two kinds of manufacturers—those who sell through jobbers and those whose sales territory is limited in extent.

In the hardware trade, the general answer to both queries is "no." It is the practice here for jobbers thoroughly to cover a wide local territory. The salesmen are able to return home almost every night. This is because the expense of putting men on the road to sell hardware, on which it later is necessary to pay freight, is held to be too great to allow for profit.

Apparently this limits the hardware jobber's business. His selling area can extend only as far in all directions as his men can canvass in a day. Of course, the jobber can boost business within this territory by working more intensively, but he cannot enlarge the area. In other words, he is like the typical Japanese farmer shown in newspaper cartoons—he has a limited section, and his livelihood depends upon how efficiently he works it.

That is the situation which the Masback Hardware Company, of New York, faced in 1923. In the opinion of E. R. Masback, managing director of the company, there was nothing to do but to follow the example of the Japanese farmer, to work hard and to try to dig out every possible dollar from the limited area.

Then came a suggestion which gave the company new territory and which enabled it to build up an astonishingly large business

from Maine to Florida, where before it had been impossible to sell hardware at a profit. The suggestion was to get out a weekly price service to sell at a reasonable charge to retailers who were losing money because they were out of touch with active prices. The primary idea was to help the retailer.

The suggestion originated with the National Retail Hardware Association, which had been studying how to keep the retail hardware man in touch with market conditions. Until a few years ago, almost no hardware prices were available for the retailer except through the salesmen who called on him. Butler Brothers had a list of prices for the retailer, but the average man knew nothing about current figures other than those on the bills from his jobber. The Bronson & Townsend Company also mails a monthly price-charge sheet to dealers. The plan of this hardware wholesaler was described in the June, 1924, issue of *PRINTERS' INK MONTHLY*.

DEALERS DID NOT KNOW PRICES

If the average man had a stock of shovels and the price suddenly jumped at the jobbing centre, he would know nothing about the rise until he had sold his stock at the lower price and ordered another. If the price dropped, he would not be aware of the slump, and often would wonder why competitors, who had bought more recently, were under-selling him.

The retailer was up against it, too, when a customer came into his store to ask for merchandise which he did not stock. He could not make a sale on order because

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he did not have a sufficiently accurate idea of prices. He would have to wait until the jobber's salesman came around, or else he would have to write. Meanwhile the customer would go elsewhere to look for the merchandise he wanted.

The National Retail Hardware Association set out to remedy these conditions and launched a campaign to get price information for hardware dealers. The New York State association indorsed the plan, going to jobbers in its section to urge them to get out a weekly loose-leaf service that would keep the distant retailer up to the minute on market prices.

The question of giving this price service free of charge was thrashed out not only by the associations but also by the jobbers and retailers. It was decided to make it a paid service, for three reasons:

(1) To keep hardware out of the hands of the occasional purchaser who wants it only as a side-line and whose main idea is to make some easy money for himself, regardless of how it affects the trade as a whole. The man who is willing to pay for the service is the man who is seeking to do a regular business in hardware and who will follow the best ideals of the trade.

(2) Because the man who pays for such service will not accept a flood of free services which in the end he will have to pay for in higher prices from the jobbers who give free service. Free service, it was held, really is not free because it has to be paid for somewhere.

(3) Because charged-for service places the wholesaler under obligation to supply the service regularly and accurately. He is paid to keep tabs on conditions and to tell the retailer at once what changes occur. If the service was free, it was held, the wholesaler would be under no obligation to supply prompt data. When the hardware association broached the price service idea to the Masback company, there was

a certain natural reluctance to give publicity to price figures which are part of the firm's stock in trade. But the company decided that the danger of figures falling into wrong hands could be minimized if the catalogues remained the property of the company, the dealer, therefore, always being liable to the company for keeping the lists confidential. In order to guard further against this danger, two books were made up. The first, a catalogue, pictured the 28,000 items which form the stock of the company, but contained no prices. The second, the price book, was issued in loose-leaf form to supply, page for page, the prices of the articles pictured in the catalogue.

It is this price book which performs the greatest part of the service to the dealer and which has enabled the Masback company to build up its large and profitable field outside of its local New York City district.

The price book contains: Directions for using it; an outline of the cost of doing a hardware business; prices, page for page, of the catalogued items.

Being in this loose-leaf form, pages in it can easily be changed for others which contain the latest prices, and such pages with new prices are issued weekly, running from twenty-five to thirty pages a week.

PRICE DATA MAILED WEEKLY

In addition a separate sheet goes out weekly, containing percentages of advance and decline in prices, so that the dealer at a glance may know how much each article has risen or fallen in per cent. The actual change in dollars and cents is listed on the new sheets, which the dealer puts into the price book in place of the old ones. Thus he knows at once how much he must raise or lower his prices that week to do business profitably in accord with current prices. Prices are net, and equivalent discount on standard lists is given. Decimal figuring is used throughout the lists.

Added to these weekly change

The Neck of the Bottle

The Hardware Manufacturer



If the retail sales man fails to function the whole flow of merchandise stops

In merchandising, the only real sales are those over the counter to the consumer

The first man in the chain of hardware merchandising is the hardware manufacturer. His function is to make good reliable merchandise as economically as he can and to distribute it to the wholesaler.

Quantity production, however, and modern competition have forced the hardware manufacturer to do more than this. They have compelled him to have an organization to place the merchandise with the jobber and to send trained men to travel with the jobber's salesmen and influence the retail merchant to stock his goods. Finally, they have made it advisable for him to advertise to bring his goods to the attention of the public.

But even this is not enough today. The retail hardware merchant and his clerks have great consumer influence. They are big factors in the final selling of most hardware merchandise. They should be educated then and kept educated in the selling points of manufacturers' products. Constructive work of this sort will very greatly add to the efficiency of the "men in the neck of the bottle"—and consequently to manufacturers' annual sales volume.

HARDWARE AGE

239 West 39th Street New York City

MEMBER A.B.C. and A.B.P.

Hardware Age reaches every link in the hardware merchandising chain.

Oct. 9, 1924

RESULTS



700,000
 All Mail Subscribers
\$2.60 An Agate Line

The
HOUSEHOLD JOURNAL

IRA E. SEYMOUR, Adv. Mgr., Batavia, Illinois

Rhodes & Leisenring, Mgrs.
 2003 Chicago Office
 Central 937
 & Harris Trust Bldg.

Kansas City Office
 Geo. H. Dillon, Mgr.
 1102 Republic Bldg.

New York Office
 A. H. Greener, Mgr.
 116 W. 39th St.
 Room 1030

sheets is the price service bulletin, which is a four-page folder reviewing general conditions and the probable effect of unusual happenings in the hardware industry. Price predictions also are made.

The service was begun September 28, 1923. Since that time, the company has found that, in addition to helping retailers, the catalogue and price book service can sell hardware at great distances. Because of the saving due to having no salesmen on the road, full freight can be allowed to any point where the service is used. So the retailer gets the benefit of saving the salesmen's traveling expenses. Today, each of 1,100 subscribers pay \$24 a year for the price service.

BROADSIDE DESCRIBES PLAN

This service attracted the attention of Sharon E. Jones, secretary-treasurer of the Pennsylvania & Atlantic Seaboard Hardware Association, who had a broadside sent out to hardware dealers in his district. The first page depicts a hand holding a key, "Have you a key like this?" is asked. Across the four-page inside is the explanation of the key.

A red arrow spreads its way across the pages to a picture of the Masback price book. "This is the key," it reads in answer to the first-page question, "used to unlock the Masback price book pages. If you have not a Masback price book—if you do not use the Masback price service—you are only guessing at the prices of most of the things you sell. Invoicing time is at hand, and this book may save you hundreds or thousands of dollars. 'A miss is as good as a mile,' and to miss your guess as to the cost of the goods you sell is a mighty costly and dangerous thing—costly because you may guess too low and lose your profits, and dangerous if you guess too high and thereby lose a customer who happens to know the market prices better than you do. But you can be certain of the prices of 28,000 hardware items by using

the combined Masback catalogue and Masback price service. All of this for less than fifty cents a week."

Among the points stressed in this broadside under the heading, "Here's what the Masback price service will do for you," are:

(1) It will be the policy of the company to include, as part of the price service, letters of general interest to the trade, such as copies of important letters from manufacturers, tax decisions and other information which may be of benefit to the retail hardware dealer in the conduct of his business.

(2) It enables the retailer to effect the sale of merchandise he may not have in stock, inasmuch as by referring to the price service he is able to get the cost and can sell the article and be assured of a good profit.

(3) It gives a basis for taking an accurate inventory at any time without the necessity of aggravating work trying to obtain cost prices.

(4) It creates a better turnover for the retailer by enabling him to buy in smaller quantities and enabling him to rely more on the jobber to supply his needs.

Keeping the book up to date places the greatest obstacle in the path of the smooth working of the plan. A few retailers do not watch the weekly changes, with the result that they soon find their prices do not gibe with current prices. This difficulty, however, is unavoidable in the ordinary course of dealing with human nature. Retailers have their own pet ways of doing business, the company has found, and some will adapt new ideas without wholly adopting them. Comparatively few, however, Mr. Masback told me, do not keep up with the weekly prices.

The price service plays its greatest part in the mail selling end of the year's business, but it also plays a part in local selling through salesmen. Between 250 and 300 retailers in the New York City territory subscribe to the service. Besides, the Masback sales-

Oct. 9, 1924

men carry the service with them on their daily rounds. Their book, however, combines the catalogue and price lists, the price list being inserted between related pages of the catalogue. Thus, the plan that was started to keep out-of-town retailers in close touch with market conditions is being used to help keep salesmen and local retailers in even closer touch than they were before.

That this method of keeping retailers in remote sections posted on the rise and fall of hardware prices is wanted is evidenced by the 1,100 subscribers along the Atlantic coast. That they are satisfied with the way in which it is handled is shown by the fact that of 250 renewals sent out June 1, only three cancellations were returned.

That the service has proved a boon to the jobber is shown in the vast new territory, opened in less than a year, where previously it was impossible to sell hardware and make money. This new market now yields the Masback company a fine profit.

The digging out of every possible dollar from the limited local territory goes on as diligently as ever, but the price service plan has uncovered a practically unlimited territory that can be worked at the same time. It is a case where a wholesaler who cast his bread of retail service on the waters had it returned many times over in dollars and cents.

Plans Canadian Car-Card Campaign

Tooke Bros. Ltd., Montreal, Que., shirt and collar manufacturer, is planning a car-card advertising campaign on Bombay Cord shirts throughout Canada. The campaign is to start at once.

James M. Waage Joins Evers & Watrous

James M. Waage, formerly with The John Jex Martin Agency, Chicago, has joined Evers & Watrous & Co., Chicago, advertising agency, as an account executive.

Appoints Benjamin & Kentnor

The Clarksville, Tenn., *Leaf-Chronicle* has appointed the Benjamin & Kentnor Company, publishers' representative, New York, as national advertising representative.

To Make Houston Convention of State Wide Interest

PLANS are under way to create national interest in the entire State of Texas in connection with the 1925 convention of the Associated Advertising Clubs of the World to be held in Houston May 10 to 14.

Amon G. Carter, publisher of the Fort Worth *Star-Telegram*, who, as reported in PRINTERS' INK of October 2, was elected president of the Texas District of the Associated Advertising Clubs, has been selected to manage the promotion of the convention as an all-Texas affair.

After the annual convention of the Associated Advertising Clubs of the World at Dallas, Tex., some years ago, there followed a number of so-called "circuit tours" of the State of Texas. It is Mr. Carter's intention to follow this same plan after the 1925 Houston convention. The present plan calls for several different circuit tours, thus giving delegates a choice on several different scores of appeal.

Garod to Advertise New Deferred Payment Plan

The Garod Corporation Newark, N. J., manufacturer of Garod Neutrodyne radio receivers, has adopted a plan which will enable its dealers to sell its products on deferred payments. These sales will be financed through an investment trust company. Under the new plan, the customer is required to pay down one-third of the amount of sale, which sum is kept by the dealer, the financing company making collection of the remainder. A newspaper campaign announcing the new plan will begin in the near future.

Becomes L. W. Ramsey Company

The Garden Press, advertising service, Davenport, Iowa, has been reorganized under the name of the L. W. Ramsey Company. L. W. Ramsey is president; R. R. Root, vice-president and E. G. Naekels, secretary.

Appoints Burlingame & Burns

Burlingame & Burns, publishers' representatives, Boston, have been appointed New England advertising representatives of the *Century*, *St. Nicholas* and *The American Golfer*.

**There are no catch-
words which replace
sincerity and sim-
plicity in the practice
of good advertising.**

**McJunkin
Advertising Company**

**Dominant Idea Advertising
Outdoor • Newspaper • Magazine
5 South Wabash Avenue, Chicago**

Oct. 9, 1924

Ready for Brass-Tack Discussion on Financial Advertising

HOW can bankers most effectively use advertising in creating new business? How can depositors be influenced to use the different services of a bank? How should a bank's advertising budget be determined? These are some of the many questions regarding advertising and its application to the business promotion problems of banks which will be discussed at the annual meeting of the Financial Advertisers' Association, to be held at Richmond, Va., on October 13, 14, 15 and 16.

The program committee has endeavored to have every speaker select a subject which would provide a "brass-tack" discussion of advertising problems. R. E. Wright, of the First Wisconsin National Bank of Milwaukee, chairman of the committee, has arranged the following program:

October 14: Addresses of welcome by the Governor of Virginia, the Mayor of Richmond, Thomas B. McAdams, former president, American Bankers Association and president of the Richmond Clearing House Association. Response by Gaylord S. Morse, president of the Financial Advertisers' Association.

October 15, Morning Session: "Outdoor Advertising," R. E. Hotze, Planters National Bank, Richmond, with exhibit of postings; "Critical Impressions of Bank Advertising I Have Observed," Dr. Daniel Starch, Graduate School of Business Administration, Harvard University; "Development of the Insurance Trust," Robert Izant, Central National Bank Savings & Trust Co., Cleveland; "New Business, Where and How to Secure It," T. T. Weldon, Northern Trust Company, Chicago, and "Selling the Customer More Than One Service of the Bank," Kenneth A. Bourne, National Bank of Maryland, Baltimore. The latter address will cover effective methods of getting the most business out of present customers. A general discussion will follow.

Noon Luncheon:

Four separate round-table discussions during the luncheon period have been arranged. Each of these groups will be in charge of a leader, who will conduct the discussions so as to cover the following topics in the respective meetings:

Commercial Banking: "How Best to Secure Leads to New Commercial Accounts and How to Follow Them Through," and "Is It Profitable to Treat with Literature Checking Accounts

Having Non-Sustaining Balances?" *Savings:* "The Club Idea in Savings Development," "Special Purpose Clubs," and "Industrial Savings Plans."

Investment: "How to Determine the Advertising Budget for an Investment House," and "Sources for Obtaining Leads for the Investment Department."

Trust: "How to Co-operate with Attorneys to Best Advantage," and "Personal Solicitation of Trust Business."

Afternoon Session:

"A Comprehensive Investment Advertising Program," Robert Stevenson, Jr., Stevenson Bros., Perry & Stacy, Inc., Chicago; "Creating a National Market for Securities or Breaking Down Sales Resistance in Markets Where You Are Not Known," DeWitt Carter, Caldwell & Co., Nashville; "Window Displays," Merrill J. Campbell, Buffalo Trust Co., Buffalo, and Stanley Boberg, Woodlawn Trust & Savings Bank, Chicago, and "Mass Distribution, or House-to-House Distribution of Literature; Its Relative Effectiveness Compared with Mailing Lists, Cost, Time and Labor Considered," P. C. Rehrauer, Union National Bank, Houston. This address will be followed by a discussion led by B. W. Griffin, of the Gotham National Bank, New York.

October 16, Morning Session:

"Development and Faults of Present Day Thrift Advertising," C. H. Hander son, Union Trust Co., Cleveland; "An Advertising or New Business Project Used by Our Bank (or Investment House) which Proved to Be a Failure," and four-minute talks by: Gaylord S. Morse, State Bank of Chicago; Willard C. Wheeler, G. L. Miller & Co., New York, and Jesse F. Wood, State and City Bank & Trust Co., Richmond.

"Publicity and New Business Effort Attendant Upon Opening of a New Branch or New Bank," Frank J. Campbell, First National Bank, Detroit, and R. D. Mathias, Depositors State Bank, Chicago, and "Business Development Methods for Outlying Banks," J. R. Giessenbier, Lafayette-South Side Bank, St. Louis.

Afternoon Session:

"Thinking of Tomorrow," an investment film presented by E. Paul Young, of the Illinois Power & Light Corporation, Chicago, and "A Successful New Business or Advertising Plan I Have Used," Hope Mabry, Lynchburg National Bank, Lynchburg, Va., H. H. Johnson, Atlanta & Lowry National Bank, Atlanta, Ga., and Burr Lee, Second Ward Savings Bank, Milwaukee.

There will be an exhibit of financial advertising under the direction of Carroll Ragan. This advertising exhibit will include advertising material used by banks, trust companies and investment houses which will have representatives at the convention. The first day of the convention, October 13, will be given over to a golf tournament.



NEWSPAPERS



EVERY week, on exacting schedule, these publications must be in the mails. Without the slightest friction our organization functions—the stereotype and web departments handle their specialized details in the typical Goldmann fashion—service with efficiency.

This equipment is also available where large quantities of circulars are needed quickly and cheaply.

ISAAC GOLDMANN COMPANY
EIGHTY LAFAYETTE STREET, NEW YORK CITY
Printers Since Eighteen Seventy Six
Telephone FRANKLIN 4520



VERSATILITY: "The ability to produce with equal facility work of widely varying character and requirements."

One of a series of advertisements on the Versatility of the Goldmann Plant



**Holiday Desserts with
SUN-MAID
RAISINS**

WHEN you know that the yearly turnover of raisins in the United States is \$100,000,000, you realize the great importance of the industry and the work of the California Sun-Maid Raisin Growers' Association as a marketing organization.

The Sun-Maid officials believe, in these days of strict economy, that the best way to increase the daily dollar the housewife spends for foods, is to increase the public interest in raisins through publicity that will increase the turn-over within the industry.

That's why the Sun-Maid Raisin cards will appear in every newspaper and magazine from coast to coast every hour of every day throughout the year. The "Sun-Maid Raisin follow-up" will increase the demand for raisin products in every home, bring them into more homes and, *most important of all*, bring them into more homes again, thus increasing the consumption of raisins and quickening the turnover.

STREET RAILWAYS

SUN-MAID RAISINS

Are cheap
right now.
Use lots
of them!

PUDDINGS *delicious* **RAISINS!**



Ask for
HOLIDAY CAKES
made with
SUN-MAID
RAISINS

over of raisins represents about \$50,000,000, then you
 dustry and the tremendous responsibility of the Sun-
 marketing and sales organization for the growers.

days of strenuous advertising competition for a part of
 foods, that it is necessary to use a form of persistent
within the home.

will appear in the Street Cars of every State from Coast
 ut the year. This uninterrupted form of "advertising
 isin products at the bakers, put the Sun-Maid package
 ll, bring the package out of more cupboards more often,
 and quickening their sale.

AYS ADVERTISING CO.

SUN-MAID RAISINS
 make plain foods
 a **TREAT!**

Raisin Bread on Wednesdays



HARRY C.
MICHAELS
COMPANY

Advertising

113 Lexington Ave
New York

Helping Dealers Use Their Legs

Building Material Retailers Find Profit by Visiting Trade and Creating Business by Advocating Repairs

By G. A. Nichols

A SALESMAN representing The Lehon Company of Chicago, manufacturer of roofing and asphalt shingles, called on a Western lumberman to try to sell him some goods.

"I'm afraid I'm not interested," the dealer politely told him. "I never have any calls for that kind of merchandise."

"Of course you don't," the salesman agreed. "I knew that before I came here. But you can have calls for it. Take on some of this material and then see that you do have the calls."

"People are not building here, I tell you," the lumberman persisted. "There hasn't been a new house started in this town or on any of the surrounding farms for at least six months and it is reasonably certain that none will be built for six months more."

"But roofs leak, don't they?" the salesman asked. "I'll bet there are at least fifty houses or farm buildings right around here that need reroofing badly at this minute. Why don't you look around a little bit before you say you can't sell things?"

The dealer, seeing the point, took a chance and placed a modest order for roofing and asphalt shingles. Two days later he telegraphed instructions to increase it. He had been "looking around" in the meantime and had discovered a sufficient number of roofs in need of repairs to convince him that here was something he had better go after in earnest.

He had discovered, in a word, that business can be created—that repairs and replacements can give a dealer of his type plenty to do even though the erection of new buildings may have gone temporarily out of fashion. Through the business-building tactics pursued by Lehon and other manufacturers in building material lines, hardware dealers and lum-

bermen are having a similar experience and have learned that satisfactory profits actually can be forced out of the dullest times. It all is a matter of having the things to sell and then applying brains and leg work to the selling process.

HARD TIMES A GOOD THING

Manufacturers with whom a PRINTERS' INK representative has discussed this subject declare the hard time experienced by building material dealers in the smaller towns and country districts during the last two or three years has been the best possible thing that could have happened to them. It has taught them something most of them apparently never knew before—that waiting "until I have a call for it" is exactly the way not to build up a stock or a business.

Most of all, it has taught them the value of leg work. Dealers do not get around enough among their trade. They do not know what people need or are ready to buy. A new principle of retailing that building material dealers are learning to their great profit is that a retailer is no more justified in sitting back complacently and letting his trade come to him than is the manufacturer. The manufacturer builds business for his product by seeing the possibilities of it and then making the dealer see the same. If a manufacturer would allow the dealer to act on his own conclusions as to what would or would not sell he probably would not be a manufacturer very long. The dealer is in precisely the same position. He sacrifices much business when he leaves to his customers the whole proposition of buying.

During the last year lumber manufacturers, through placing before retailers constructive selling ideas similar to that advanced

by the Lehon salesman, have increased lumber sales to farmers by many hundred thousand dollars. They have done this, among other things, by showing the dealer how to convince the farmer of the real saving that can be his if he has suitable sheds or even more ambitious buildings for the protection of his machinery.

For years, as is well known, literally millions of dollars worth of machinery has been ruined on the farms of this country through exposure to the weather. The same exposure impairs the working power of the machinery, causing heavy repair bills and costly delays when the implements are needed to do their work in a hurry.

The lumbermen were induced to show the farmer that by erecting new buildings or repairing old ones to stop this waste, he is making an investment that pays him a profit rather than incurring an expense. To make the message forceful and to show chapter and verse for what might otherwise seem to be the overdrawn utterances of a person eager to sell something, the dealers have been shown how to illustrate by facts and figures.

For example, the average farmer has about \$2,000 invested in farm machinery. This is a fact easily verified by statistics. The Wisconsin College of Agriculture after studying the subject has issued a statement showing by simple arithmetic that if a farmer having only \$1,000 worth of machinery builds a \$400 implement shed in which to house it, he makes an actual money profit of 22 per cent a year on his investment.

This is a plain open and shut business proposition that most farmers have not realized. And the business done by lumbermen in inducing the construction of implement sheds throughout the Central West during the last year is ample evidence that the farmer is more than ever ready to listen to a business proposition involving a 22 per cent return on his money. He, too, has learned

some rather expensive lessons from his recent experiences.

The whole incident shows what the retailer can do when he uses his legs (this is a figurative term of course as he more likely will use his automobile) in getting around among his prospects, learning their needs and telling them of these needs in a way to stimulate the demand for goods.

MANUFACTURERS CANNOT BUY

Certain manufacturers have told the writer, in rather a smug way, that the retailer has been singularly remiss in this important angle of business-creation. They cannot understand why he has neglected such a perfectly obvious principle. As a matter of fact the manufacturers themselves have not a great deal to brag about. They are supposed to be more alive to business conditions and opportunities than is the retailer. It is only comparatively recently that they have come to see the great aggregate amount of business that can be gained from replacements and repairs. The same as the retailers, they have been carried along on the sales volume that has spontaneously resulted from the need for new buildings. The sale of materials for repairs has come as a matter of course. But now the more progressive plan is being developed in real earnest. On this latter account the manufacturers perhaps may be excused for their remissness or conservatism in recognizing the new way to make a profit. Adversity, it seems, can be a good thing for the manufacturer as well as for the retailer and the farmer.

City dealers as well as those in the country are having a part in the new order of things. George A. Jewett, head of a large retail lumber establishment in Des Moines, Iowa, read some literature prepared by an agricultural college showing the economic value of sheltering farm machinery and then took a little drive through the adjacent farming territory to see for himself. When he got back to his office he wrote an ad-

There is one magazine that is read from cover to cover



CHILD LIFE" is the only departmentalized children's magazine. It is a magazine that parents buy not only to *read to* their children, but for features in it that are invaluable to themselves. In this way, what with the curiosity of the children and the interest of the parents, every page of "Child Life" is read—with attention.

Advertising in "Child Life" reaches a wonderful quality circulation. Your sales messages go into homes financially able to afford the best—to families that growing children necessarily make spending families.

That a sales message in "Child Life" actually brings results is proved by the fact that seventy-six national advertisers, twenty-seven book publishers, sixty-nine toy manufacturers, all are constant advertisers in "Child Life." Whatever you may have to offer to parents for their children or their homes, you will find no medium to equal "Child Life" as a direct wire to the buyer for the family. Send today for rates and a copy of "Child Life."



Rand McNally & Company
Publishers

536 S. Clark Street Chicago

CHILD LIFE

The Children's Own Magazine

CORN VALUE JUMPS 15 MILLION

Iowa's corn crop of 1924 will be worth approximately \$15,000,000 more than that of last year, in spite of the damaging frosts, Charles D. Reed, chief of the government weather bureau here, predicted today.

A short crop, which has further shrunk because of frost damage inflicted on the state in the last three days, will send the total price for the 1924 crop upwards into the millions, Mr. Reed said in his forecast. He predicted the state crop this year will be 75,000 bushels less than that of last year.

From

The Des Moines Capital
October 1, 1924

Iowa in the aggregate never knows a crop failure. Iowa's agricultural wealth amounts to a billion dollars annually.

By means of the Des Moines Capital, National advertisers may influence this great market just as the Des Moines Department Stores have done so successfully for more than thirty years.

The Capital is Iowa's most influential evening newspaper.

The Des Moines Capital

LAFAYETTE YOUNG, *Publisher*

O'MARA & ORMSBEE, *Special Representatives*

vertisement for the next issue of a weekly newspaper under the heading of "Millions of Dollars Wasted Every Year," which read:

"Where did you leave your harvester last summer? Where is it now? As I drove through the country last week I saw machinery outdoors which would value \$100,000. Build a machinery shed. It will pay for itself in one year."

Business papers in the lumber field have done much to wake up the manufacturer, and through him the retailer, in this machinery shelter matter. Last winter the representative of a lumber paper on visiting a small Illinois town saw a great pile of junk piled near the station awaiting shipment. Upon investigation he found that it contained 125,000 pounds of old machinery for which the farmers had received one-fourth of a cent a pound or about \$312 for the lot. The pile was made up mostly of rusted out and ruined parts caused by the action of the elements upon them. A photograph of the junk heap was made and was shown to the trade as an example of something that not only should not be, but as a real profit-making opportunity for building material dealers.

The repair proposition has worked so well that now there is a widespread movement among lumber manufacturers and dealers to induce people to remodel their present homes. A real thought this! There are in the United States perhaps 12,000,000 houses built fifteen or more years ago. The possibilities for developing business through inducing the owners of these homes to remodel and modernize them are inexhaustible.

The big job is being gone after in a thoroughly efficient way that takes account of the lessons recently taught. Manufacturers selling roofing material and stucco have found that the way to sell their product to a householder is to induce him to remodel. A man may not need a new roof on his house or at least may think he does not. Similarly, he may

not see any advantage to covering the outside with stucco. Get him interested in remodeling, however, and a market for the materials is created automatically.

Personal salesmanship is the force that is putting the big idea across—personal salesmanship not only by the manufacturer in selling the idea to the retailer but by the retailer in getting out among his trade, discovering needs and possibilities and then selling the goods with which to realize them.

The building material dealers are developing business through developing their legs. This is a phase of the house-to-house selling idea outlined in the June 19, 1924, issue of *PRINTERS' INK*. It is something that is bound to spread now that its value has been so strongly demonstrated in a score of directions. From now on you are going to see retail selling, in certain lines, trend more and more toward the idea of "carrying the goods to the people."

Newspaper Campaign for Lancaster Underwear

The Woods Underwear Company Ltd., Toronto, manufacturer of Hatchway underwear, are bringing out a new line under the name of Lancaster. A newspaper campaign throughout Canada will commence shortly. This advertising will be handled by R. C. Smith & Son Ltd., Toronto, advertising agency.

H. L. Bryer with Typo Trading Corporation

Henry L. Bryer has joined the Typo Trading Corporation, New York, manufacturer of Ever Ready calendar pads. He will direct sales and advertising. Mr. Bryer previously was with Albert Frank & Co., Inc., New York, advertising agency.

R. A. L. Herweg Joins McGuire Agency

R. A. L. Herweg, recently with the Palmolive Company, has joined the McGuire Advertising Company, Chicago. He formerly was with Lord & Thomas.

Southern Classified Advertising Men to Meet

The Southeastern division of the Association of Newspaper Classified Advertising Managers will hold a meeting at Atlanta, Ga., on October 20 and 21.

Better Warehouse Co-operation Promises More Economical Distribution

Simplification of Forms Will Lead to Elimination of Useless Loss through Improper Distribution Methods

*Washington Bureau
of PRINTERS' INK*

ABOUT two years ago the American Warehousemen's Association laid before Secretary Hoover the matter of simplifying and standardizing all of the various forms necessary to the conduct of the warehouse business. Held under the auspices of the Department of Commerce, a National Warehouse Conference on September 24 culminated with the promise of more economical public warehousing methods for every manufacturer and distributor who now uses or who can use warehouse service.

A preliminary conference had previously been called, at which a committee was appointed under the chairmanship of A. H. Greeley, president of the General Storage Company, of Cleveland, Ohio. Six sub-committees and a household goods division committee were also appointed.

Since then, all of the committees have held frequent meetings and have been in almost continuous contact with the Division of Simplified Practice of the Bureau of Foreign and Domestic Commerce. And recently Chairman Greeley informed Secretary Hoover that the committees had considered and studied all proposed forms and had agreed on a standardized series that would, in the opinion of the members, meet every requirement.

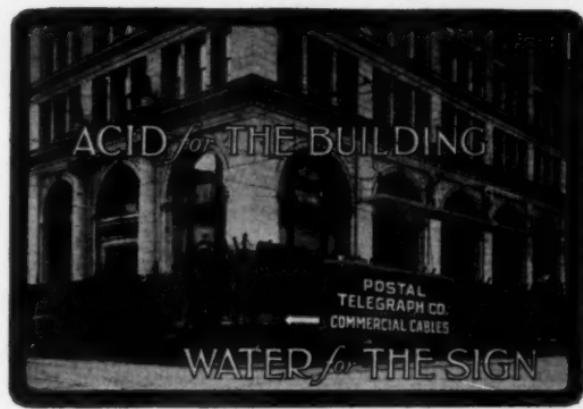
In announcing the last conference Gardner Poole, president of the association, described the remarkable growth of the warehouse industry during recent years, outlined the service which the warehouses of the country offer the distributor of merchandise and mentioned some of the economies of distribution which follow the proper use of the service. He then said that the pur-

pose of the conference was to consider means of eliminating useless loss incurred by improper methods of distribution; to devise methods whereby the economy of utilizing the public warehouse facilities may be made more evident to manufacturers and shippers, and standardize, systematize, as well as simplify, the numerous forms and papers used in the various transactions between the public warehouse and the manufacturer, railroads, banker, local sales agency, and the ultimate consignee.

As a result of the conference, practically all of these purposes are about to be consummated. The conference adopted all of the forms submitted and approved by the committee, and failed to agree only on the terms and conditions printed on the backs of the forms. These phases of the subject were referred to a special committee whose function it will be to develop standard terms and conditions to be adopted at a subsequent conference.

It was brought out in the conference that while the terms and conditions submitted by the committees were adequate for the warehouse service alone, they were not sufficiently complete and specific to meet the requirements of all other interested industries, and a number of important suggestions were made for consideration by the special committee and probable later adoption.

According to R. M. Hudson, chief of the Division of Simplified Practice, the results of the conference will go a long way in eliminating waste in distribution, and their importance to practically all industry cannot be over-estimated. He said that the simplification and standardizing of warehouse forms were very similar in their aim and scope



THE Continental Building, in Baltimore, is getting a bath. For weeks, strong armed men have applied scrubbing brushes and acid to clean away the soot and dirt accumulated in twenty odd years. In sharp contrast, the Postal Telegraph Company's sign at the base of the building is cleaned by the janitor with a wet rag! Twenty years old and more—yet, its freshness is restored in an instant. It is made of porcelain fused into steel.

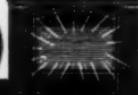
It is a sign with a past! In February 1904, the building shown above was reduced to a jumbled mass of steel and stone by the great Baltimore Fire. The entire structure was practically rebuilt, but this sign passed through it all unblemished; as you can see for yourself on your next trip to Baltimore. Surely we are justified in saying, "An enameled sign never wears out."

The
Baltimore Enamel & Novelty Co.

Established 1896

Mt. Winans, Baltimore, Maryland

NEW YORK OFFICE, 200 FIFTH AVENUE

BALTO  **SIGNS**
 PORCELAIN = FUSED INTO STEEL

Oct. 9, 1924

to the standard invoice form adopted by the National Association of Purchasing Agents.

"The methods adopted by the warehouse conference," Mr. Hudson continued, "will save money, time and effort not only at many points of warehouse service, but throughout the process of distributing a vast number of commodities. As one of the most important results of the conference, I am sure that the business of warehousing will receive great stimulus as soon as the advantages of the improvements adopted are made known to the distributors of the country.

"There is no doubt that a great number of manufacturers hesitated or refused to utilize the public warehouse service because of the apparent confusion due to a variety of warehouse forms and methods. But very soon any manufacturer will be able to ship his goods to Chicago, Buffalo, San Antonio, Kansas City, San Francisco and all other cities of the country for warehousing, and not the slightest confusion will result because all forms and methods will be as simple as possible and alike.

"The direct benefits to the industry itself are inestimable. Simplification of forms quite naturally requires a simplification of methods, and it has a strong tendency toward simpler, more accurate cost accounting, which, in turn, stops leaks and waste and brings about a more economical service."

Another important phase of the conference mentioned by Mr. Hudson was the attendance of representatives of other industries. Besides the members of committees and the warehouse association, there were present about 200 officials and representatives of surety companies, banks, insurance companies, various Government organizations, railroads, manufacturers, shippers of many kinds of products, exporters, jobbers, chambers of commerce, trade associations and other organizations.

Hence the improvements adopted by the conference had the en-

dorsement or approval of the best thought of related industries and the financial, transportation and other agencies that are interested either directly or indirectly in the business of warehousing. This surely indicates that the movement inaugurated by the warehousemen is not only welcomed by every business agency affected, but that it will have the financial and industrial support and co-operation necessary to make it permanently successful.

Mail-Order Sales for September

Montgomery Ward & Company, Chicago, for September, report gross sales of \$13,543,038, against \$9,949,398, for September of last year, a gain of 36.12 per cent. For the first nine months of the year gross sales totaled \$108,254,771, against \$90,303,759, in the same period of last year, a gain of 19.88 per cent.

Sears, Roebuck & Company, Chicago, for September, report gross sales of \$17,904,588, against \$16,103,251, last year, a gain of 11.19 per cent. For the nine months ended with September, gross sales amounted to \$149,715,132, against \$151,750,747 in the same period last year.

Kansas City Printer Appoints D. B. Webb

D. B. Webb, formerly with the Quigley Lithographing Company, Kansas City, has been appointed manager of the production and sales department of the Burnap Stationery & Printing Company, Kansas City.

Made Secretary of Hartford Advertising Club

Clark Belden, of the advertising department of the Hartford Fire Insurance Company, Hartford, Conn., has been elected secretary of the Hartford Advertising Club. He succeeds A. W. Spaulding, who has resigned.

W. N. Phillips with "Liberty"

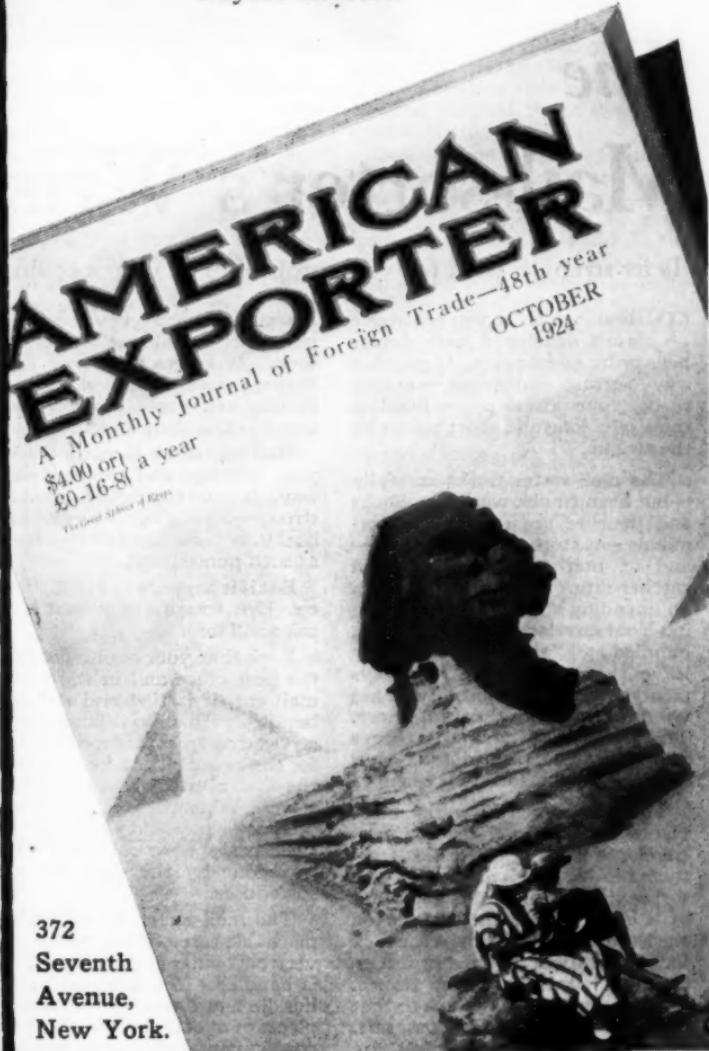
William N. Phillips has joined the Eastern advertising staff of *Liberty*, Chicago. For the last six years he has been with *The Review of Reviews*, most of that time representing The Quality Group in the territory south of Philadelphia.

Knife Account for Rockford Agency

The R. J. Dowd Knife Works, Beloit, Wis., has placed its advertising account with Frederick B. Schaefer, advertising agency, Rockford, Ill.

Conditions are fundamentally better today for steady and permanent export expansion than at any time in over ten years.

The AMERICAN EXPORTER, for 47 years the dominant export paper, puts your sales message in the hands of leading merchants and buyers abroad.



372
Seventh
Avenue,
New York.

Oct. 9, 1924

YOU place in the mail-drop an envelope addressed to a distant city, and you say mentally, "That's on its way—it will get there tomorrow." Have you ever thought what makes it possible for it to "get there tomorrow"? One factor in this fast service is the mail-sorter's wrist. In the railway mail cars, speeding east, west, north and south, the mail is sorted, and resorted, to save time that would otherwise be lost at terminals.



The Mail-sorter's Wrist

Is its strength used for your profit—or at your expense?

THE strong wrist you see above wasn't developed with dumb-bells or by gymnastics. It got that way sorting envelopes—among them your envelopes—hustling them over long and short routes by the air line.

The mail-sorter works carefully—but he must also work fast. Sacks and pouches are received at terminals—at stops along the route—and at non-stops, via the mail catcher-arm. Throughout the run an unending stream keeps pouring in. Your envelopes must be sorted, bundled and "sacked" before they leave the car. There is always plenty—and often more. It makes no difference *how much* more. The work must meet the train's schedule. The train doesn't slow down—the mail-sorter speeds up.

That strong wrist works more vigorously than ever sending your envelopes singly or in bundles, from table to bin, pouch and sack. The sorter picks up a bundle, and reads at a quick glance the address on the top envelope. Perhaps the sack for that state or city is ten feet to right or left of where he stands. Does he walk down the line to that farthest sack? He does *not*. He uses his wrist—not his feet.

Sometimes your envelope catapults into an almost empty mail sack. It lodges part way down. Perhaps the next arrival is a bulky Sunday newspaper, a can of liquid, or some other sledgehammer missile.

Half way down the sack it meets your envelope and speeds it on its way. If your envelope is good and strong—of tough paper—and has a husky, well-anchored clasp, it laughs at such punishment.

But if it happens to a light, flimsy envelope, imagine how what it contains will fare.

Each time your mail is sorted, in the post office and in the railway mail car, it is tied and re-tied in bundles. How often have you received envelopes that were too large for their contents and noticed that they had been folded over on themselves? When these envelopes were of flimsy paper, did you notice how their edges were cut into? That was done by the cord the mail-sorter uses.

The mail-sorter works with remarkable care. The government is very particular as to how your mail is handled. Yet how can he sort, bundle and distribute hundreds of pieces of mail an hour without that cord cutting into fragile envelopes

that stick out beyond the others in the bundle?

As the sacks are filled, they are removed from the racks, closed and strapped—locked when they hold first class mail. They are hauled to the car door to be put off, stacked up to await their stations. To withstand the piled-on weight of four or five heavy sacks, the envelopes in the bottom sack need to be huskies.

The Railway Mail Service is one of the most efficient divisions of the postal service. It is also one of the busiest—perhaps *the* busiest. If your envelope breaks in the mail, the mail-sorter will reinforce it and do everything possible to save its contents and get them through to their destination. He shouldn't have to do this extra work. He wouldn't have to, if everybody used good envelopes. When you use envelopes that are not equal to their job, you are not only adding to the work of this splendid service—you are risking your own interest.

Mailing valuable papers and costly catalogs in cheaply made envelopes is as risky as sending cash in unregistered letters. They may arrive, but it's taking the long chance. The safe way is to entrust your papers, printed matter and flat merchandise to envelopes of paper of almost textile toughness and strength—and that means Im-

proved Columbian Clasp Envelopes.

The Improved Columbian Clasp Envelope is of pure Jute stock, one of the strongest papers that can be used for the purpose. It has ample strength to resist the strains which it is sure to meet in its journey through the mails; it is heavy enough to protect its contents.

Third or fourth class mail is subject to inspection by the postal authorities. The Improved Columbian Clasp facilitates this inspection. Made of malleable steel, it can be opened and closed repeatedly without breaking. Its four prongs hold fast in the double thickness of strong Jute paper, and withstand pulls and strains that would be fatal to a less sturdy combination of suitable metal, tough stock, and good anchorage.

You can get Improved Columbian Clasp Envelopes in thirty-one useful sizes, almost made to order for anything you want to mail, from a sample that would fit the vest pocket to an 11" x 14" catalog. Almost all good stationers carry the Improved Columbian Clasp—and recommend it as the best that money can buy. If you have trouble in finding it, write the General Offices of the United States Envelope Company, Springfield, Mass., and you will be put in touch with a nearby distributor.



This is the envelope now used by up-to-date business houses, stores, factories and mail order concerns to deliver catalogs, papers and small articles of merchandise safely. It is the sturdy Improved Columbian Clasp, of high-grade Jute paper, exceedingly tough and strong.

Improved COLUMBIAN CLASP ENVELOPES

are made on marvelous machines. Exacting inspection maintains the high quality standard of these envelopes. The manufacturers, The United States Envelope Company, are the world's largest producers of envelopes.

Eleven divisions, located at strategic points, cover the country. These divisions are:

Location	Division
Worcester, Mass.	
Logan, Swift & Brigham Envelope Co.	
Rockville, Conn.	White, Corbin & Co.
Hartford, Conn.	
Springfield, Mass.	Plimpton Manufacturing Co.
Waukegan, Ill.	Morgan Envelope Co.
Springfield, Mass.	National Envelope Co.
Worcester, Mass.	P. P. Kellogg & Co.
Worcester, Mass.	Whitcomb Envelope Co.
Worcester, Mass.	W. H. Hill Envelope Co.
Indianapolis, Ind.	
San Francisco, Cal.	Central States Envelope Co.
Philadelphia, Pa.	Pacific Coast Envelope Co.
	Monarch Envelope Co.

Send your inquiries to the General Offices, Springfield, Mass., and you will be referred to a nearby distributor.



Here are the kind of girls—and there are 340,000 of them—who make up the subscription list of **THE GIRLS' COMPANION**. Girls are vying with their brothers in all sports these days, doubling the market for athletic goods, from bicycles to tennis shoes.

However, it is not all play. Household duties, music lessons, study, are the more serious daily undertakings, just as always. Reaching the home through their young folks is rapidly, but substantially, expanding the present and future market for a steadily growing list of alert national advertisers who have sensed the changing times.

THE GIRLS' COMPANION

David C. Cook Publishing Company, Elgin, Illinois

WESLEY E. FARNILOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York
Ronald C. Campbell, 326 W. Madison St., Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

"Cook's Weekly Trio": A MILLION BOYS AND GIRLS

THE MEN AND WOMEN OF TOMORROW

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

Part Played by Window Display in Welch Advertising Plans

Salesman Is Important Because He Must Install Many of Company's Displays

By C. H. Gager

Of the Welch Grape Juice Company

WE appreciate the great value which window displays have. While magazines and newspapers effectively tell the story of our goods to the consumer, it is up to the retailer and his sales people to remind her when she is in a buying mood. We are convinced that the most efficient method of doing this is through window, counter and store displays properly set up. In some years we have spent as much as 46 per cent of our advertising appropriation in this medium but usually not more than 30 per cent.

As regards the planning of window displays we try to have but one thought uppermost—that of making the display material pay for itself by performing a service for the dealer. We must all realize that unless a display can perform a true service it is like a boy sent to do a man's job.

In thinking of our displays we like to ask these questions: 1. Will the display attract the passing public? 2. Will it arouse a desire or want? 3. Does it properly and correctly represent the product? 4. Does it suggest a purchase? 5. Does it tie-up with the balance of our advertising campaign?

All Welch salesmen are continually being posted on the importance of selling not only Welch products but selling the dealer the idea that he wants a Welch display; not only because it may be decorative, but also because it means more profits, more turnover.

The advertising and sales departments work to secure maxi-

mum results from the use of display materials. Each district manager is kept advised of his cost per case for display material used in his district. For several years, we have had a 15,000 Point Club contest among our sales force. The salesman securing the most points is elected president and so on down to the five directors. While the largest number of points received are through the sale of Welch products, salesmen secure a great many points for installing window displays.

Since the Welch salesman has in his portfolio a reproduction of all our display pieces, he is expected to use judgment concerning which display pieces he should furnish to the dealer. Remember, that it is the salesman who installs the greatest part of our display material.

He is intrusted with the responsibility of properly spending, you might say, that amount of money which, over a period of a year, has been found a good average to apportion to his territory per case. He must select the space or the position within the store so as to help make its life as long as possible.

Our outlay for display material in each of the past ten years has been \$25,000 to \$90,000 and we believe that in the years when we were spending \$60,000 or more there was some waste in the material. Now we are trying to buy fewer pieces and send out material only as requested.

We have never tried to construct displays so that one type will accommodate the metropolitan store and another type will be adapted to the smaller town store.

Today the call is for lowering the costs in distributing merchan-

Portion of an address before the first annual convention of the Window Display Advertising Association, Cleveland, Sept. 29.

dise so that the ultimate consumer may not be burdened with the expense of wastefulness for which anyone along the channel of distribution may be responsible. Primarily if the product is not salable then any amount of advertising will not make it a success.

Think of the possibilities before us in store displays—consider, if you will, that seven seconds is all it takes for the longest of dreams. Could you but think back to the shortest dream you ever had you could imagine the great possibility for securing definite impressions on the mind of the passerby.

Window displays seem to be a necessary link in the national advertising program of most products, because they are nearest to the firing line of any of the various phases of advertising. We have still before us many perplexing problems—the problems of catching the attention of the passerby whose four to six steps take him past the average retail outlet.

I believe this organization would be doing a work that would repay the manufacturer many fold if it could build a definite program for giving the merchant a greater knowledge and appreciation for display advertising—what it means to him and how he can use it to make more profits.

New Campaign Planned on Canned Goods and Tobacco

Lewis Conners & Sons, St. Johns, N. B., are planning to start an advertising campaign on their cannery and tobacco products. This is a new concern which recently started the manufacture of tobacco in St. Johns. It also operates a sardine canning plant. A third plant will be devoted to the canning of vegetables and native fruits. The purpose of this campaign will be to popularize Banquet Brand sardines. Grocery, tobacco and drug trade publications and newspapers will be used.

G. W. Rogers, President, Richmond Advertising Club

George W. Rogers, of the B. W. Wilson Paper Company, has been elected president of the Richmond, Va., Advertising Club. He succeeds R. Taylor Coleman, who has resigned. Miss Rosa Hexter has been appointed to succeed Mr. Rogers, who had been second vice-president.

How Hills Brothers Test New Package

AN interesting incident emphasizing the importance of feeling one's way cautiously in marketing a new product is related by one of the department executives of the Hills Brothers Company. For years this concern has been the chief importers and preservers of citron, orange and lemon peel. Until about four years ago, these products were sold entirely in bulk.

Then, Hills Brothers experimented with the package idea on a small scale. They packed a one-pound carton containing an assortment of citron, lemon and orange peel. But because it was only an experiment, the company decided not to use the Dromedary label. Only after the new carton had been on the market for a year, and had met with the approval of wholesale and retail distributors, was the Dromedary label employed.

The second year it was given national distribution. A careful check was made, from time to time, and as a result a change was made. The proportion of citron to lemon and orange peel was increased because the public's finicky taste demanded it.

However, the introductory stages were not yet regarded as complete. Even though sales were pleasantly strong, a thorough investigation was made periodically. Consequently, it was discovered that the assortment the company had been packing was rather arbitrary. The carton was too large. Instead of a pound package, the demand was for smaller quantities. Therefore, Hills Brothers are now packing separate one-quarter pound packages of the three products. The size of the slice has also been studied and now conforms with the requirements of the housewife.

Caution is still being exercised so that when the big drive is made on the new line there will be no flaws. Substituting facts for fancy, in this fashion, gives advertising a real opportunity to perform its appointed duties.

More News, More Pictures
More Features, More Fiction

DAILY MIRROR

New York's Better Picture Newspaper

E. M. Alexander, Publisher *J. Mora Boyle, Advertising Manager*
55 Frankfort Street, New York. Phone BEEKMAN 8000

British Farmers Need Advertising Education

Far Behind American Growers and Constitute a Big Field for Advertising Development

By Thomas Russell

London Correspondent of PRINTERS' INK

FEW people, if asked what is the greatest of British industries, could give the right answer. It is not iron, or cotton: it is agriculture.

Yet you never heard an advertising man in this country talk about the farmer's trade as an important market. There are no papers of general circulation appealing to the non-vocational interests of the farmer. He does not put a mortgage on the farm to buy an automobile, because he rents his land. If not, he has generally mortgaged it for all it will carry.

Most farmers are poor, the rest are not very enterprising, and the whole are incurable pessimists. Bad marketing conditions, whereby almost everyone who has anything to do with farm produce makes more profit on it than the farmer, are the cause of this. So many interests take their bite before the price of crops to the consumer can reach the farmer, that he gets hardly anything.

In my book, "Commercial Advertising," I cited the case of a fruit-grower in Kent, no part of which is farther than fifty miles from London. At a time of a great war scarcity, when apples were being retailed in the capital for a shilling a pound, he received for his entire crop seven shillings a bushel, which works out at less than two-pence a pound. Freight and distribution absorbed five-sixths of the price. The actual merchandise only realized one-sixth! This is not at all an unusual proportion: and of course it is a sample of the altogether bad conditions which only advertising can cure.

The great urban populations are supplied through city markets like Covent Garden, which has his-

torical celebrity. Its contribution to the economical feeding of the people is to take a definite percentage out of everything that passes through it, quite aside from commissions and handling—a charge collected on behalf of the ground landlord, for doing nothing.

FOOD BROKERS MOST ACTIVE

These markets are operated by wholesale traders (paying rent to the ground landlords over and above the toll on produce) and they have an organization called the National Federation of Fruit & Potato Trades' Associations, which sounds rather complicated, but serves as a pivot for some advertising efforts that have been made. The real movers herein have been brokers, who stand between the farmers (oftener called growers) and the market wholesalers. In only one case have the actual growers taken a hand in the game. This was when, as described in PRINTERS' INK two years ago, a small group of tomato and cucumber growers, located in a single district, just east of London, started a campaign. Although newspapers of nationwide circulation were used, so that thousands of growers who contributed nothing got a great part of the benefit, this advertising has been developed and continued and growers in other regions, including even the Channel Islands, voluntarily came in and paid their share.

Australian fruit-growers, on another occasion, provided a fund to advertise apples. They exhibited a poster and distributed a large number of colored bills for retailers. Recently the National Federation has been running a general press campaign on health

The Popular Town Magazine

Popular with Town People

Because it is edited for them.

Popular with Town Dealers

Because they have known for years
that it has small town character
and circulation.

Popular with Advertisers

Because its advertisements "Pull"
and because they know from Audit
Bureau reports that its circulation
really does center in TOWNS not
cities.

The Popular Town Magazine

People's Popular Monthly

Des Moines, Iowa

Circulation 850,000

Carl C. Proper
Editor

Graham Stewart
Advertising Director

**THE WOMEN
of Syracuse, N. Y., look to the
SYRACUSE HERALD
for their store news**

The HERALD'S tremendous lead in advertising appealing to women makes this a necessity. Most advertising is directed to the *woman* of the family.

FIRST EIGHT MONTHS 1924

Department Store

Herald	1,142,897 lines
Journal	811,475 "
Post-Standard	624,218 "
Telegram	—

Women's Wear

Herald	607,068 lines
Journal	436,086 "
Post-Standard	283,647 "
Telegram	249,676 "

Food

Herald	459,949 lines
Journal	349,909 "
Post-Standard	195,923 "
Telegram	91,546 "

Special Representatives

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue
New York

Globe Building
Boston

Steger Building
Chicago

Sharon Building
San Francisco, California

514 Leary Building
Seattle, Washington

San Fernando Building
Los Angeles, California

lines, with the not very brilliant or original slogan, "Eat More Fruit."

The efforts made in this country differ widely from those of the California and Florida citrus groups and also from your recent wheat campaign. They differ because the evils which advertising could cure are not confined to under-consumption, but include antiquated and ill-organized distributive plans. Sporadic and unrelated advertising takes the place of unified and consistent sales promotion. Thus, the tomato and cucumber people have chiefly campaigned against imported stuff, whereas the brokers supporting the "Eat More Fruit" advertising are interested in Continental and other foreign fruit.

An interesting feature of the business is the anti-glut effect of advertising. A bad trouble in the fruit business is that no Luther Burbank seems able to control the date of maturity. Consequently, the market is flooded at one time, and bare all the rest of the year. A glut sends prices down with a run. I understand that two years ago at Christmas several big cargoes of coconuts arrived at once. The over-supply caused prices to drop into the basement, and both wholesale and retail profits disappeared. A poster was rushed out, and this, with some newspaper advertising, whooped up the demand and restored prices. Similarly, a glut of Australian apples was met by a poster and some shop bills, which caused the supply to be absorbed and the market stabilized in a very short time.

The worst competitor of the British tomato is the tomato from Holland, which has a happy knack of attacking the market in force just when the home crop is ready. Exactly this condition was present when the first campaign for British tomatoes was started. The advertising, however, though the amount of it was only moderate, seems to have swept the market bare. In a week, despite the glut, prices were greatly above normal. It is believed that im-

porters of Dutch tomatoes sold more, and not less, as a result of an effort to deal with their competition.

What the business needs, besides advertising, is a fruit exchange on Californian lines. The short English strawberry season could be made far more profitable to growers than it is, if they were organized. As things are, the fruit is shipped to the nearest point and sold for what it will fetch. Often there is a glut in London and a shortage in Manchester, four and a half hours away, on the same day. Distances being short in this country, it would be the easiest thing in the world to distribute the crop of this and other perishable fruits where it would do the most good. But the growers are not sufficiently alert to protect themselves against brokers and wholesale dealers and the freights charged by railroads on perishables are exorbitant.

It is easy to see why the farmer is not an important element of the general trade market in this country. He sows that which men of more business acumen reap. Advertising could help him; but he has not contributed to any of it, and any benefit received by him has been accidental. Those who paid for it did not consider his interests.

Shur-On Advances

M. J. Julian

M. J. Julian, for the last four years assistant advertising manager of the Shur-On Optical Company, Inc., Rochester, N. Y., has been advanced to the position of advertising manager. He succeeds Elmer Robinson, who has resigned to become special representative on the Pacific Coast for the Stein Bloch Company.

Charles A. Tucker has been appointed assistant advertising manager. He recently has been with the Rochester *Times-Union*.

New Account for Atlanta Agency

The Charleston Lead Works, Charleston, S. C., has placed its advertising account with the Calvin Stanford Advertising Agency, Atlanta. This company manufactures metal parts, especially bed springs and mattresses.

Getting Advertising Harmony in a Widely Scattered Industry

The National Dairy Council Draws Together Producers, Dealers and Consumers from All Over the Country

CONSUMPTION of milk in the United States during the last three years has increased more than 1,000,000,000 gallons. That result is directly traceable to advertising. Last year alone, consumption jumped four gallons per capita.

In 1920 public and private agricultural interests began to concern themselves seriously with the fact that milk consumption in the United States was considerably below that in most European countries. Consumption had to be increased if the American dairy industry was to keep pace with a steadily increasing population. The situation concerned more than 5,000,000 producers and handlers of milk and dairy products.

Conferences of public and private officials were called in all parts of the country, and the National Dairy Council was formed. The Council is now composed of fifteen local dairy councils operating in twenty-one States. These are financed by subscriptions from all branches of the dairy industry. More than \$300,000 was spent in promoting local advertising campaigns in 1922, and it is reported that in the cities where these campaigns have been launched the consumption of milk has been increased 17 per cent. Over 6,000,000 pieces of literature were distributed last year and a little more than \$500,000 was spent. Articles published in *PRINTERS' INK* give the details of several of these campaigns.

The first move of the Council was a "clean milk" drive among producers through county agricultural agents and other extension workers. This drive has been continued, with the result that the quality of the national milk supply is now said to be 25 per cent better than it was in 1921.

A milk campaign was launched in Philadelphia in 1921 and the

per capita consumption of milk in that city jumped 14 per cent. The campaign was continued into 1922 and in that year there was a further increase of 12 per cent in per capita consumption. These campaigns embraced the whole field of modern advertising methods, including dealer service, posters, leaflets, recipes, paid newspaper advertising, demonstrations and lectures in the local schools, the support of mothers' clubs and of educational and food nutrition organizations.

A similar campaign in Pittsburgh in 1922 through the Pittsburgh District Dairy Council, resulted in increased consumption of 11 per cent. A survey of 600 homes in St. Louis where a campaign was conducted showed an increase of 19 per cent in per capita consumption. In these campaigns the National Council acts through its local organizations as a service agency in co-ordinating the campaigns of producers and dealers, and in furnishing advertising literature. The local milk interests pay the cost of the campaigns, and the expenses of the National Council are paid out of a fund to which the producers contribute 1 cent for every 100 pounds of milk sold, and dealers an equivalent amount.

ADVERTISING INCREASES SALES

"In a certain valley in Ohio," declared M. O. Maughan, secretary of the National Council, discussing the tangible results of the campaigns, "there are four small towns. The same type of people live in these towns and the same type of industry prevails so that it is quite logical to think that the consumption of milk would increase in the same proportion in each city. One city, however, had a 'Milk for Health Campaign,' conducted by the Pittsburgh District Dairy Council, and as a re-

ADVERTISING

Wide Markets Are Safest

SOMETIMES loss of volume comes from the failure of a narrow market to produce the business it has previously given; or from an unusual depression in a locality counted on for the greater proportion of sales.

NATIONAL markets are safest because some localities are prosperous even if others are depressed.

The safe national markets are secured through inexpensive national advertising.

THE MOSS-CHASE CO., 425-27 Franklin Street, Buffalo, N. Y.

MOSS-CHASE



sult, the consumption of milk increased 13 per cent throughout the year. The increase in the other three cities not having Council work was only 3 per cent. Numerous instances in various parts of the country might be cited along similar lines to prove the effectiveness of the campaigns in increasing milk sales."

Each local Council has a nutrition department which conducts demonstrations of milk dishes; lectures and talks; essay, poster and recipe contests. Another department engages in educational work with producers and dealers to improve the quality of dairy products. A department of "health dramatics" specializes in plays, stories and talks which dramatically emphasize the benefits of milk and deal with other health pointers. The publicity department directs the advertising work taking in posters, billboards, newspapers, magazines, direct-mail and motion pictures.

The work of the National Council is divided into three divisions: local campaigns, national publicity, and individual dealer service.

The local campaigns deal with increasing the quality of products and in carrying the message of the importance of dairy products into the schools, mothers' clubs, and the home. National publicity includes exhibits at national conventions of teachers, doctors, dentists, and nutrition and health organizations, and the preparation of research data. The dealer service furnishes individual dealers with posters, leaflets, advertising copy and other literature.

All the advertising copy follows institutional lines and dwells on the health story of dairy products in general. Dealers are urged to co-operate in their campaigns as it is felt that much of the individual milk advertising of a competitive character reacts unfavorably upon the industry as a whole. The Council does not attempt to control the advertising campaigns of individual advertisers, but has done much for the industry through producing constructive copy. It acts also as a central agency for the exchange of ad-

vertising and merchandising ideas.

The assortment of literature available includes forty-five booklets and leaflets on milk, butter, ice cream and cheese, nineteen posters on these products, twelve plays that are staged in schools and other centres, six mechanical devices including a mechanical cow, ferris wheel, and other equipment, and several motion picture films. One film entitled "Highland Lassie" was shown to over 1,000,000 people in the Philadelphia campaign.

"Co-operation is the keynote of the Council's policy," Mr. Maughan said. "We want to draw the producer, the dealer and the consumer closer together. When men get together in a common purpose, it inevitably results in a better understanding. We feel that no other organization can bring these three groups of the dairy industry so closely together as the Dairy Council. In dairy council territories there is very little misunderstanding between producer and distributor because each is thinking in terms of the industry rather than in terms of individual units."

Newsprint Production

The News Print Service Bureau, New York, reports that the production of newsprint in the United States during August, 1924, amounted to 116,477 tons. For the eight months ended August 31 of the current year, production amounted to 980,767 tons, as against 1,014,811 for the same period in 1923 and 944,217 in 1922.

Canadian production for August, 1924, amounted to 113,763 tons. For the eight months ended August this year the production totaled 902,391 tons as against 838,875 for the corresponding period in 1923 and 701,236 in 1922.

National Campaign for Playing Cards

The Consolidated Lithographing & Manufacturing Co. Ltd., Montreal, Que., has commenced a national campaign to popularize Sports Quality playing cards. The advertising is directed by the Desbarats Advertising Agency Ltd., also of that city.

Candy Account with O'Connell-Ingalls Agency

George C. Miller & Company, Inc., Boston, manufacturers of Fidelity chocolates, have placed their advertising account with the O'Connell-Ingalls Advertising Agency of that city.

Would a 10% increase in inquiries interest you?

*Yes? This gain is easily possible
without spending one extra dollar to get it*

TAKE the extra weight out of your mailing and the extra cost out of your postage and you are able to buy *more mailings* with the money thus saved.

Let us say that you have a mailing list of 10,000. It makes no difference where they are located. One cent of difference in weight amounts to \$100 in postage. That \$100 if saved easily pays for one thousand additional mailing pieces—printing, mailing, postage and all.

With the same ratio of returns you can figure on 10% more inquiries *for nothing*.

Advertisers are learning the advantages of light compact paper for mailing pieces.

With Warren's Thintext they can reach more people or send a larger mailing with no increase in cost.

Warren's Thintext has as great a printing surface as a sheet that weighs several times as much. Send for a sample sheet 25 x 38 — 24 lb. Place this sheet on the scales and watch the indicator come to a stop before one ounce is reached.

Warren's Thintext is strong enough to stand frequent handling. It prints well. Type and half-tones make a clear and pleasing impression on both sides of the sheet. You or your printer can secure samples from any distributor of Warren's Standard Printing Papers.

S. D. WARREN COMPANY, 101 MILK STREET, BOSTON, MASS.

THINTEXT

one of WARREN'S STANDARD PRINTING PAPERS

All Warren's Standard Printing Papers are tested for qualities required in printing, folding, and binding

C If you would like to learn more about what advertisers are doing to save space and postage, send for our booklet, "Making It Easy to Plan Printing on Warren's Thintext." Any distributor will supply you with a copy — or write to the S. D. Warren Company, 101 Milk St., Boston. The booklet will be sent you free.

209 New Homes a Month *in*

Fort Wayne, Indiana

1923 was a record smashing year in home building in Fort Wayne, Indiana, with 152 new homes erected each month. That record has been smashed to bits by the

First 8 months of 1924

An average of 209 new homes each month for eight months

is the Record for 1924

That splendid development is directly comparable with the continued growth of

The News-Sentinel

Fort Wayne's "Good Evening" Newspaper

M. C. Watson, Inc.
New York City

Circulation
42,000

Allen-Klapp Co.
Chicago

Four Ideas That Boosted Our Sales

A Group of Boys Playing Marbles Furnished the Inspiration for One Idea That Increased Business

By Lee Fleming

Vice-President, Fort Smith Garment Company, Fort Smith, Ark.

NO one knows the value of an idea. Christopher Columbus had an idea when he believed the world was round but he had no knowledge of the value of his idea. However, we do know that our increase in business of 500 per cent in two years is due to the introduction of sound merchandising ideas.

For example, we learned that the buttons came off our overalls and that the users of our goods had to use shingle nails after a short while to keep up their suspenders. The buttons were fastened with a small steel tack which passed through the back of the button and then through the cloth and when the overalls were washed the steel tack rusted and the button came off.

So we designed a zinc button with a zinc back and with a zinc tack passing through the cloth and advertised our product as the overall with the buttons guaranteed to stay on.

Another pivotal incident in our advertising campaign was when I noticed one day that the tag on the garments was sewed on the belt where it could not be seen when the overalls were folded.

No one could tell me why. It was just one of those things which always had been done. The customer had to remember the name of the brand which he had seen advertised, for there was no distinguishing feature visible, when the overalls were folded, to tell them from any other brand. Moreover, the merchant had to look through a whole pile of garments to find the size he wanted.

We started using a yellow paper

From an address before the annual convention of the Tenth District, Associated Advertising Clubs of the World at Galveston, September 23, 1924.

tag which slips over the button on the suspender and projects from a pile of the overalls. This ticket bears the lot mark and the price mark and we began advertising our garment as the overall with the yellow guarantee tag.

Boys' overalls, we learned, are worn both by town and country boys and there are more boys in the towns than in the country so we advertised these goods in the daily papers. The yellow tag and the guarantee were featured. Through our advertising we increased our list of dealers handling our goods until now, in Oklahoma, we have a maximum of twenty-six and a minimum of two dealers in each county in the State. When we started we were represented in about one-third of the counties.

One day I saw a group of boys playing marbles. One little fellow reached into his hip pocket and pulled out a little muslin bag and got his marbles and then I had another idea.

MARBLE BAGS SELL OVERALLS

When I went back to the factory I learned that we could make marble bags of the scraps of blue denim left from manufacturing overalls. We made the bags, and put eight "crockies" and a glass taw in each bag and put them in the hip pocket of the boys' overalls we sold. They cost us nineteen cents a dozen.

The boys bought 'em. Our sales of boy's overalls, which had been in comparison to the sales of men's overalls at the ratio of seventy-five to 100, increased to the ratio of 360 to each 100 pairs of men's overalls sold and the sales of men's overalls did not decrease during this time.

Another idea was to form a mailing list of our dealers and to

send each new experiment in mail advertising to 10 per cent of them. If the idea pulls business we send it to the other 90 per cent. If it doesn't work with the 10 per cent, we stop it. We have found that each piece of direct advertising we send out by mail brings us an average of seventy cents in business at a selling cost of about 5 per cent.

At the beginning of our campaign we spent twenty-five cents for advertising on each dozen pairs of overalls which we manufactured. This so increased production that the overhead expense of the factory was reduced to such an extent that the cost of manufacturing overalls was cut \$1.40 a dozen pairs.

We cut the price to the dealer one dollar, paid for our advertising, and had an extra fifteen cents profit. Our competitors who do not advertise are the ones who pay for our advertising.

Manufacture of Printing Inks Shows Large Increase

The value of products of ninety-nine establishments engaged primarily in the manufacture of printing inks, according to the biennial census of manufacturers, 1923, by the Department of Commerce, amounted to \$29,412,122, an increase of 40.9 per cent over the previous period. The figures for 1921 were \$20,869,477, which represented the value of products from ninety-seven plants. Of the ninety-nine establishments reporting, twenty-nine were located in New York and seventeen in Illinois.

Blanchard Advertising Course Starts Twentieth Year

Frank L. Blanchard will start his twentieth year as instructor of the advertising course conducted at the Twenty-Third Street Y. M. C. A., New York, when the new term begins on October 21. He first organized this course in 1904 and has been teaching it continuously since that time. In honor of this long service the course has been named the Blanchard Course in Advertising. Mr. Blanchard is advertising manager of Henry L. Doherty & Company.

With "The Magazine of Wall Street"

Joseph A. Sachs has joined the sales staff of *The Magazine of Wall Street*, New York. For four years he was with the sales staff of the Allen Business Papers, Inc.

Increased Parcel Post Business Expected from New Agreement

A new international parcel post agreement for the insurance, reciprocally, of international parcel post packages between the United States and Great Britain, which became effective last week, is expected to materially increase the parcel post business between the nations. With the exception of an agreement with Canada, now in force, this is the first convention of the kind to be negotiated with a foreign power.

Under the provisions of the agreement a minimum fee of fifteen cents will be charged for a package having a value of not over \$10, while a fee of fifty cents will be charged for a package having a value of not more than \$100. No parcel may weigh more than eleven pounds.

E. V. Syrcher Joins Corday & Gross

E. V. Syrcher, formerly of the Nelson-Chesman Company, Cleveland, and the Bloesser-Williams Company, Atlanta, has joined The Corday & Gross Company, producers of direct advertising, Cleveland, as district representative at Indianapolis. He was at one time with the Direct Advertising Corporation, Indianapolis, and also was advertising manager of the Art Metal Construction Company, Jamestown, N. Y.

Consumer Advertising for Princess Soap Flakes

Princess Soap Flakes, manufactured by The Palmolive Company of Canada Ltd., which has been on the Canadian market for some time, is now being advertised to the consumer. The present copy contains a guarantee and a coupon entitling the reader to a trial package free.

Cory & Caylor, Inc., New Advertising Business

Charles B. Cory and Harry E. Caylor have started an advertising business at Chicago under the name of Cory & Caylor, Inc. Both Mr. Cory and Mr. Caylor were formerly with the Reincke-Ellis Company, Chicago, advertising agency.

Becomes Frank J. Rieger Company

The Rieger-Kontz Engraving Company, Toledo, Ohio, has changed its name to the Frank J. Rieger Company. There has been no change in the management of the company.

Todd Barton with "Success"

Todd Barton has joined *Success*, New York. He was at one time with The Class Journal Company.

Henri, Hurst & McDonald

A D V E R T I S I N G

58 East Washington Street · Chicago



The general manager of a company that is internationally known recently said to us:

"The Market Survey which you have just completed for our company is in my opinion the most illuminating document that has come to my attention in five years."

Alert manufacturers now realize that intelligent field investigation helps materially to reduce sales costs.

When a Salesman Does More Than Just Hold His Job

System of Pay for Extra Efforts a Simple Matter to Handle,
Manufacturers Find

THE STANDARD TOOL CO.
CLEVELAND, OHIO

Editor of PRINTERS' INK:

The writer saw in a recent issue of your magazine an article on compensation for salesmen, and would be glad to know, at your convenience, if you have any plans that are in current use today for compensating salesmen for extra efforts.

Our present arrangement is one of straight salary and expense. The writer is thoroughly satisfied that this can be improved upon, and would naturally like to know what others are doing, and will pay for that kind of knowledge.

Any information you can give him will be greatly appreciated.

THE STANDARD TOOL CO.
R. T. LANE,
Manager of Sales.

A NUMBER of more or less elaborate systems for determining the compensation of salesmen have come to our attention during the last few years and we have caused some of them to be outlined in articles that have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY. The most universal condition seems to be that the sales manager's problem is not so much one of causing his men to earn the money he pays them but rather a matter of bringing them to a place where they can earn more money. And many indeed are the devices employed to speed up salesmen and persuade them to do more work.

It has always seemed to us that the matter, after all, ought to be one of comparative simplicity. A salesman starts out, let us say, on a certain salary or drawing account with his expenses paid. He is given a reasonable time to develop his territory and is helped by the advertising his firm does. If, in due course, he does not bring in an aggregate of business upon which his salary is based he is likely to lose his job. He knows this and usually produces accordingly. If he (and we are speaking here of the average everyday salesman and not of the

man of vision who knows that attainment, measured in terms of money at least, is bound to come to the man who persists in doing more than he is paid for) is expected to produce more than just enough to get by there must be some definite financial objective held up for him toward which to work.

Many of the country's leading sales managers, after studying the subject for a long time, are almost a unit in telling us that a bonus plan offers the best incentive to the salesman to put forth the extra effort. If he can know that \$200, \$500 or \$1,000 or a larger sum will be waiting for him at the end of the year, contingent upon his pushing up his sales to a certain total, he can be expected, if he is worth having at all, to put forth all the extra effort of which he is capable. He wants money, and, other things being equal, will work to get it if the proposition is definite.

In other words, the way to get a salesman to do extra work is to make him understand that he is going to get his share of the profits that will be yielded by this extra work.

With this in mind the matter becomes a proposition of book-keeping, having to do with percentages, quotas and so on.—[Ed. PRINTERS' INK.

Passaic Merchants Endorse Truth-in-Advertising

The merchants committee of the Passaic, N. J., Chamber of Commerce has pledged its support to the Truth-in-Advertising movement of the Associated Advertising Clubs of the World. A resolution to this effect, which was offered by R. E. Lent, general manager of the Passaic *Daily News*, has been adopted. The committee puts itself on record as ready to investigate all violations of the law and promises its co-operation in the suppression of misleading or false advertising.



POWER BOATING
March 1924
Twenty-fourth Year
Rising Our Member

POWER BOATING Reaches the Real Buyers

**Power Boat Owners
are Buyers of**

**BOATS
ENGINES
STEERING WHEELS
PROPELLERS
CARBURETORS
MAGNETOS
SPARK PLUGS
TOOL KITS
REVERSE GEARS
RADIO SETS
ANCHORS
BINNACLES
BATTERIES
WINDLASSES
STOVES
FLAGS
PENNANTS
FIRE EXTINGUISHERS
YACHTING TOGS
WARNING SIGNALS
PAINT
VARNISH
LUBRICATING OIL
ELECTRIC GENERATORS
ROPE
LIME PRESERVERS
PUMPS
PISTON RINGS
TACHOMETERS
CAULKING COTTON
ETC.**

73%

*Of Power Boating's
Subscribers are
Boat Owners*

**It goes direct by mail to more paid
in advance subscribers than any
other two boating publications.
Nearly three out of four are boat
owners and they are in the market
twelve months out of the year for
the thousand and one different
items necessary to the operation of
a modern power boat. They rep-
resent the biggest single sales outlet
for any product which can be sold
to boat owners.**

COVERS THE ENTIRE FIELD

More than a thousand boat builders sub-
scribe for and READ POWER BOATING.
Among engine manufacturers, boat and
engine dealers and jobbers, its distribution
is equally widespread. They look upon
it as their trade paper, scan the pages for
authentic information concerning new boats
and engines, use its advertising pages to
present their own services or products to
boat owners everywhere.

IS NATIONAL IN SCOPE

While the bulk of its circulation is concen-
trated on the Atlantic Coast, where the
majority of important boating centers are
found, POWER BOATING is especially
strong in the south and west, and is the
dominant publication throughout the Great
Lakes and Mississippi Valley districts.

BRINGS REAL RESULTS

From cover to cover POWER BOATING
is thoroughly readable. It enables adver-
tisers to reach a highly receptive audience
at remarkably low cost. Founded 1905,
published monthly, forms close 5th of
month preceding date of issue. Complete
circulation analysis on request.

POWER BOATING
Penton Building Cleveland, Ohio

MEMBER
A-B-C

A Penton Publication

MEMBER
A-B-P

The Whole Truth

Nothing is so false as *half the truth*. The advantage of the Detailed Audit is that it is *the whole truth*—nothing but the truth and the truth in such fullness that only one conclusion regarding the condition of your business is possible—and that conclusion—*the exact truth*.

The trouble with the ordinary audit is that it is only half the truth. True as far as it goes, but too often confining itself to surface figures and stopping without disclosing the real facts underlying the figures—facts essential to the whole truth.

So often does the Detailed Audit disclose, where least expected, facts absolutely essential to a true revelation of business conditions that we advise it—unreservedly.

In his knowledge that he has the *whole truth* of his business conditions before him, the executive finds confident power and freedom of action.

ERNST & ERNST

AUDITS — SYSTEMS
TAX SERVICE

NEW YORK	CLEVELAND	DETROIT	MINNEAPOLIS	LOS ANGELES
BUFFALO	CINCINNATI	GRAND RAPIDS	ST. PAUL	ATLANTA
ROCHESTER	TOLEDO	KALAMAZOO	DAVENPORT	NEW ORLEANS
BOSTON	COLUMBUS	PITTSBURGH	INDIANAPOLIS	DALLAS
PROVIDENCE	YOUNGSTOWN	WHEELING	ST. LOUIS	HOUSTON
PHILADELPHIA	AKRON	ERIE	KANSAS CITY	FORT WORTH
BALTIMORE	CANTON	CHICAGO	OMAHA	SAN ANTONIO
RICHMOND	DAYTON	MILWAUKEE	DENVER	WACO
	LOUISVILLE	MEMPHIS	SAN FRANCISCO	

TAX OFFICE: 910 TO 916 MUNSEY BLDG., WASHINGTON, D. C.

Screen Advertisers Review Activities at St. Louis

A VARIED program engaged the attention of screen advertising men at the semi-annual meeting of the Screen Advertisers Association, which was held at the Statler Hotel, St. Louis, on October 2 and 3.

The two-day session opened with a meeting presided over by the president, Douglas D. Rothacker, president of the Rothacker Film Manufacturing Company, Chicago. In his response to an address of welcome by Mayor Henry Kiel, Mr. Rothacker pointed out that the organization was formed at the 1917 convention of the Associated Advertising Clubs of the World at St. Louis.

Screen activities aboard the *S. S. Republic*, *S. S. Montcalm*, and at the London convention were reviewed by M. J. Caplan, president, Metropolitan Motion Picture Company, and Bennett Chapple, director of publicity, American Rolling Mills Company. The 1924-25 plans of the Associated Advertising Clubs of the World were outlined by Earle Pearson, educational director of that organization. "The Screen Association, 1924-25," was reviewed by James P. Simpson, president, James P. Simpson Company. "Merchandising Short Subjects" was discussed by A. V. Cauger, United Film Ad Service. A committee report on "Protection of Prints" was given by George J. Zehrung, of the International Y. M. C. A. Other activities of the first day's sessions included a report by the secretary-treasurer, Marie E. Goodenough; presentation of new business, and round-table discussions led by H. A. DeVry, president, DeVry Corporation, and Elmer G. Kuhn, vice-president, Atlas Educational Film Company.

Speakers at the morning session of the second day were Charles F. Hatfield, president of the Community Advertising Association and secretary of the National Ad-

vertising Commission; A. J. Moeller, Moeller Theatre Service, Inc., who described "Theatre Circulation"; Clarence H. Howard, president, Commonwealth Steel Company, who spoke on "The Power of Moving Pictures," and H. A. Rosenberg, Standard Slide Corporation, who discussed a demonstration-slide campaign.

The afternoon session was devoted to the screening of several motion pictures with general open discussion, a meeting of the executive committee and the application by those interested in the short length advertising motion picture film for a separate departmental in the Screen Advertisers Association. The executive committee granted this request. The purpose of the departmental is to decide questions and policies affecting the interests of those engaged in rendering service under theatre contracts by the use of short-length advertising motion picture films. James P. Simpson, Dallas, Tex., was appointed temporary chairman.

The pictures shown at this session included: "Dromedary Dates" by Hills Bros., New York, N. Y., a picture showing the production, transportation, packing and use of dates as a food product; "Community Silver," a motion picture of a mother showing a party of girls the correct method of setting a table with the proper silverware for a luncheon; "If I Were You," a film used by the Aluminum Cooking Utensil Co., in training salesmen in house-to-house selling by showing the right and wrong way to handle a prospect, and "The Magic Fluid," a picture produced by the Zonite Products Company, showing methods employed in preventing infection by use of antiseptics prior to the World War; work done by the Rockefeller Research Laboratory, its discovery and perfecting of the Carrel-Dakin solution, and stabilizing which made it commercially possible for public use.

At this session it was also decided that the next meeting would be held at Cleveland during March or April, the exact dates to be determined later.

Making Municipal Advertising a Municipal Duty

St. Petersburg, Florida, Taxes Its Population to Pay for Extensive Advertising Campaigns

By Ernest E. Garrison

ST. PETERSBURG, FLA., devotes more than 20 per cent of its total tax levy to municipal advertising. Advertising by and for the city is cheerfully approved by the voters who foot the bill, and a provision in the city charter makes municipal advertising a municipal responsibility.

An emergency advertising fund of \$35, scraped together in February, 1906, to purchase space in Florida newspapers to counteract reports of an epidemic in St. Petersburg, paved the way to St. Petersburg's present appropriations and method of handling municipal advertising. Since then population and advertising have increased with such convincing regularity that in the fall of 1921 a charter amendment providing for a tax levy not to exceed two and one-half mills for the advertising fund was quickly approved by the voters. Thus, advertising by and for St. Petersburg became a municipal responsibility.

St. Petersburg's municipal advertising, however, did not reach its present status without traveling a difficult road. In 1902 the first descriptive literature was prepared at a cost of \$150. In 1903, the chamber of commerce recommended that the city appropriate \$500 for municipal advertising. The city fathers promptly declined to spend so large an amount of money "frivolously." Lack of co-operation hit the chamber of commerce hard, and little effort was made to push the city for two years.

Then, in 1906, came the \$35 episode. In that year, \$2,000 was secured by subscription for advertising.

In 1909 the germ of the present system of a tax levy for municipal advertising made its appearance—but the city was not ready for it.

and it was years before the plan was adopted.

In 1913 the first serious effort to secure results from direct-mail advertising was undertaken. Fifty thousand folders were printed at a cost of \$4,000, and the medicine was so good that a reprint was ordered for the next year.

The 1914 advertising program was ambitious for a city with a population somewhere near the 10,000 mark. New charter provisions had been passed by the legislature, and the city turned over to the chamber of commerce a fund of \$4,500 for advertising and entertainment of winter visitors. This, coupled with the distribution of 50,000 folders, marked the beginning of the city's real municipal campaign.

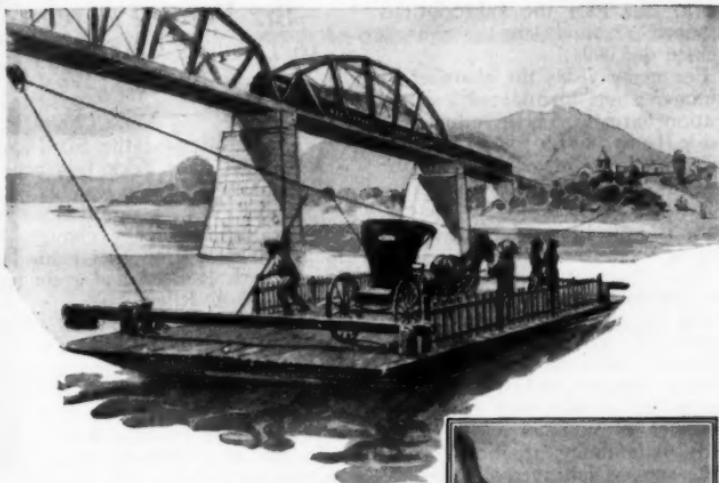
The World War, of course, disrupted the winter resort travel on which the city's advertising program was founded. Little progress was made in either advertising or population until after the war and the year of depression had passed.

But during the last five years, the chamber of commerce and the city of St. Petersburg have conducted advertising campaigns on an increasing scale, with important results.

INCREASE ADVERTISING TAX LEVY

The tax levy was increased in 1921 to its present limit of two and one-half mills. During the first year, under this new charter provision, the year ending June, 1922, the advertising appropriation was \$37,787. The following year it was \$48,945, and the appropriation for the fiscal year just closed showed a proportionate increase.

The chamber of commerce also materially increased the funds secured from private subscription which are also devoted to advertising, and general promotional



BEFORE the skill of engineers threw mighty bridges across the waterways, the hand ferry was good enough for our grandsires. Strong arms, oaken oars and patience unending, more necessary in those days. Can you imagine crossing the Hudson or Mississippi in that manner? You'd take the tube, or Eads bridge of course.

Speaking of bridges, one of our progressive clients, The Julian & Kokenge Co., has built a bridge into a shoe. The famous "Foot Saver" for women has set a new mark in advancement.

The Prather-Allen organization has had the opportunity of co-operating with the makers of the widely-known J & K shoes for some years. Their progressiveness is positively inspiring.

The Prather-Allen Advertising Company

Usefulness to Clients
307 East Fourth St. Cincinnati, Ohio



*June Days
are Foot Saver Days*

SUMMER DAYS make the choice of foot-wear a matter of greatest importance. In hot weather the foot naturally becomes swollen, with consequent increased pressure on the delicate arch. Then the shoes which felt "all right" in cooler days, may ruin the pleasures of vacation.

THE JULIAN & KOKENG CO.
156 East Fourth Street, Cincinnati, O.



work. In 1924 the subscriptions received from private sources totaled \$65,000.

For many years the chamber of commerce has maintained a registration bureau. These records are made the basis of a follow-up campaign in the summer following the visit of persons registered. Any one who registers in St. Petersburg is sent literature and letters urging them to come again.

The machinery for handling St. Petersburg's municipal advertising is extremely simple. An appointive city body, the city library and advertising board, directs the expenditure of city funds in co-operation with the chamber of commerce, the latter body maintaining practically complete supervision over all expenditures, and through its advertising agencies directing the campaign. Responses to advertising are handled by the chamber of commerce.

Statistics of St. Petersburg have always demonstrated to the voters of the city that advertising plays an important part in their prosperity. In 1910 the Federal census gave St. Petersburg 4,127 inhabitants; in 1920 the census figure was 14,237; in 1924 the estimated permanent population is 30,000.

From a few hundred winter visitors back prior to the city's advertising activities, the number of persons who spend the winter months in whole or in part in St. Petersburg has grown to approximately 100,000, with a consequent growth in the housing facilities of the city. About 50,000 people who have never been in St. Petersburg before, visit the city each winter. The other 50,000 are residents who return year after year.

The limit of the tax levy has not yet been reached; the limit of the chamber of commerce's activities has not been reached. It is safe to predict that St. Petersburg will maintain its municipal advertising program on a scale justified by results.

H. H. Cromwell has resigned as advertising manager of the *Montreal Sun*.

Six-Point League to Discuss Change of Name

AT a meeting of the Six-Point League, New York, newspaper representatives, which was held on September 30, a motion was adopted to consider a change of name. The motion was made by Herman G. Halsted and seconded by George A. Riley.

It is felt that the present name does not fittingly describe the activities of the association and its members. The motion calls for a full discussion of the question, which will be brought before the members at a meeting which will be held on October 21.

Because of the success which attended the joint meeting last spring of the League and American Association of Advertising Agencies, it was decided to negotiate with the latter association for the purpose of holding another joint meeting. Joseph F. Finley, president of the League, is in charge of arrangements.

The Executive Committee has set aside the last Tuesday in each month for a series of round-table luncheons. The first of these will be held on October 28.

Changes in Staff of Charles C. Green Agency

W. H. Kern has been appointed space buyer of the Charles C. Green Advertising Agency, Inc. For many years he was associated with the J. Walter Thompson Company, Inc. He has been with the Philip Kobbe Company, Inc., for the last eight years.

Miss E. Deery, who had been space buyer, has been appointed secretary to the president, succeeding Miss D. K. Colledge. Miss Colledge, who was recently married, has resigned. She had been secretary to the president for the last seven years.

New Plumbing Product to Be Advertised

The Bead Chain Company, Bridgeport, Conn., has adapted the principle of its electrical pull socket chain for plumbing usage. This new product will be advertised in plumbing trade journals. The campaign will be directed by the New York office of The Chambers Agency, Inc.

Yes, Vermont Is First In Talc



*Sign Posts
of
Buying
Power
No. 22*

Important in industry, this talc, and Vermont is the chief source of production of the mineral.

As a filler in paper and in cotton cloth, in roofing paper, and in the tire industry, the largest part of talc production is used.

There are over 40 different uses of talc and talcum powder takes only five per cent of the production!

Vermont is a "First" state in talc, along with granite and marble, and dairying per acre, and auto ownership (in the East) and per capita savings and so on.

Vermont is becoming a "First" state on more advertising lists.

Vermont Allied Dailies

Barre Times Brattleboro Reformer Bennington Banner
Burlington Free Press Rutland Herald
St. Johnsbury Caledonian-Record

Oct. 9, 1924



*Re-Blazing the
Oregon Trail*
With Car and Camera

MOST of us have heard of the Old Oregon Trail, opened up in those romantic days of '49; but how many have actually seen it?

Thousands! For night after night a B. D. F. Film shows an interested audience the old route of the forty-niners, re-blazed by a powerful little Overland that pushes its way up impossible grades, skims over trackless wastes, and splashes through unknown streams.

What other medium could have carried such a convincing story of the power, strength and reliability of the Overland? And again, what other manner of advertising could sell so many Overlands for so little "per sale"?

We will gladly tell you just what this film costs and just what a like amount of money may do for your product.

**Bosworth,
De Frenes &
Felton
Wilkes-Barre,
Pa.**

Everything in Advertising Films

A Retailer Advertises His Sources of Supply

A Forty-Year-Old Furniture House of Kansas City Makes Advertising Capital of Its Buying Connections in a Large-Space Newspaper Campaign Featuring Letters from Them

MANUFACTURERS who are always interested in having dealers push their trade names will find a splendid example of how it can be done in Kansas City.

The Duff and Repp Furniture Company, Kansas City retailers, cater to a high-class trade. They sell furniture rather than terms of payment. The owners have been identified with the retail furniture business in Kansas City for more than forty years. The mere fact that an article is given a place in the store is a sure mark of quality in the minds of regular customers.

The tendency among some retailers who have reached this stage seems to be to ignore the source of their merchandise or to give their entire attention to building a business on the basis of personal service and reliability, either based on private brands or at least failing to give advertised brands the position that they deserve.

The Duff and Repp Furniture Company does not take this attitude. This, too, in face of the fact that the source of supply in the furniture industry is of less importance than that of many other products. There are but few furniture manufacturers whose products are universally known and called for by trade name by the average furniture consumer. However, there are many whose lines are synonymous with highest quality among the furniture trade.

From time to time the executives of the company have received letters from various manufacturers with whom they deal, complimenting them upon their

policy of selecting from the semi-annual markets only the best of merchandise in the lines manufactured by the concerns writing the letters. The advertising department selected the ten letters expressing this policy—letters from manufacturers who were known for the quality of their output. These letters were arranged and reproduced in a full newspaper page. In the centre of the page was a signed statement by W. A. Repp, president of the Duff and Repp Furniture Company, in which he told of the purpose of the advertisement.

PROUD OF HIS LINES

"When you contemplate the purchase of an automobile, a piano, a fine horse or a dairy animal—in fact, any item of real worth, what is the first requirement?" Mr. Repp asks.

"In the manufactured article, is it not the source—the standing of the maker—the enviable reputation of the factory, which produces well-known merchandise of unusually high quality? In the acquisition of livestock, do you not look for heredity? Then why should you spend good money for 'hit and miss' interior home furnishings when you can supply your needs from a stock which originates in factories and mills whose reputation cannot be questioned as to the quality of merchandise made?

"We sell in large quantities the products of the foremost manufacturers of ultra-fine furniture in the entire country. The letters, reproduced here, testify to the unusual care and judgment of our buyers in their selections; to the fact that quality and not price is the prime essential in determining the desirability of a manufacturer's product.

"These factors apply to the selection of every piece of furniture, drapery materials or floor coverings that we purchase—from the most modest in price to the finest obtainable.

"We are justly proud of the position we occupy in the retail furniture industry. . . ."

This copy was headed, "The Source of Supply," and consider-

able art work was employed in making the general layout.

The following week another piece of copy of the same size appeared, featuring individual pieces from "The Source of Supply." There were several drawings of actual items in stock, manufactured by the concerns whose letters appeared in the previous advertisement. Prices were not mentioned.

In the centre of the advertisement, in a position corresponding to Mr. Repp's statement of the week before, was a list of the manufacturers whose letters appeared in the first copy, and mention was made of the previous advertisement.

This copy was followed up by others dwelling on the "source of supply." The campaign has served to add still more to the fine reputation of the Duff and Repp Furniture Company as dealers in the highest quality merchandise, and to a prestige that sells furniture upon its own recommendation.

Urge Ordinance Against "Perpetual Jewelry Auctions"

To protect the public against the misrepresentations practiced at so-called "perpetual jewelry auctions," the Buffalo Better Business Commission, Inc., is working to obtain adoption by the City Council of a bill which aims to abolish this evil.

Recently several such auctions have been held in Buffalo. Watches and jewelry have been sold at prices far in excess of their value and warrants have been issued against two auctioneers for misrepresenting the value of goods sold.

The proposed bill would be an amendment to the Jewelry Auction Ordinance. It would prohibit the holding of jewelry auctions, outside of the legally recognized exceptions, unless the party has been in business in the retail or wholesale business a year. Auctions would be limited to thirty consecutive days, and no night selling would be allowed. This bill is receiving the support of the local Buffalo jewelers' association.

Returns to Pittsburgh Engraving Company

Joseph G. Butterworth has been appointed manager of The Publicity Engraving Company, Pittsburgh, Pa. He was at one time connected with this organization and has since been associated with the Cincinnati office of the Westinghouse Electric & Manufacturing Company.

New Products to Be Advertised

Plastic Wood, a new product for use in pattern-making in the foundry, furniture and shoe-making industries, is to be advertised in a campaign planned by the C. Tennant & Sons Company, New York. Business papers will be used.

This company also will conduct a campaign on Lintox, a dog remedy. Plans for national distribution and sales have already been completed. Advertising in class magazines will start in the near future.

Groesbeck, Hearn & Hindle, Inc., New York advertising agency, will direct these campaigns.

Start New Advertising Campaigns

Norman Mayer & Company, New Orleans, and Gallup, Inc., of New Orleans and Houston, are starting new campaigns in newspapers in several cities. These campaigns are being directed by Bauerlein, Incorporated, advertising agency, New Orleans.

With Green, Fulton, Cunningham Agency

L. H. Schroeder, formerly with Johnson, Read & Co., Chicago, advertising agency, and more recently with *The National Geographic*, has joined The Green, Fulton, Cunningham Company, Chicago, advertising agency, as assistant space buyer.

Starts New Advertising Service

Albert W. Hill has withdrawn from Hill-Winsten, Inc., New York, to form his own sales counsel and advertising service. The new business will be known as the Hill Service, Inc., with headquarters at New York.

Twin City Newspaper Appoints Benjamin & Kentnor

The Bristol, Va.-Tenn., *Herald Courier* has appointed the Benjamin & Kentnor Company, publishers' representative, New York, as its national advertising representative.

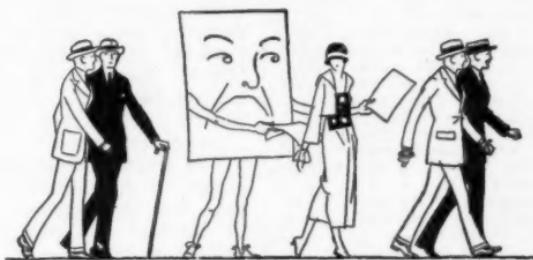
New Account for Indianapolis Agency

The advertising account of The Celery-Vesce Company, Indianapolis, has been placed with the Millis Advertising Company, Inc., of that city. Newspapers are being used.

J. M. Sprecher with Halifax Newspaper

J. M. Sprecher, has been appointed advertising manager of the Halifax, N. S., *Herald and Evening Mail*. He was formerly with the *Seattle Times*.

Are you really saving money by using cheap paper?



TO-MORROW, when your prospects and customers go through their mail, will your letters receive a courteous greeting, or will they be given the slight consideration received by a shabby salesman? . . . Good paper may mean the difference between an order and a brisk trip to the waste-basket.

Good paper costs only a fraction of a cent more if your choice is Danish Bond, and that fraction of a cent is returned to you many times over—in results! Danish Bond is close to the world's best in quality and surprisingly moderate in price. It is made in white and ten colors!

Danish Bond is one of many kinds of paper made by the B. D. Rising Paper Co. Whether you buy Danish Bond, or any of the other papers in the Rising line, you are assured of the kind of quality you have a right to expect, at a price you can easily afford.

Get prices and samples from your printer, stationer or lithographer.

Rising papers are also furnished in ready-to-print mailing sets and social announcements by the Old Colony Envelope Company, of Westfield, Massachusetts. Write for samples.

DANISH BOND

ONE OF THE LINE OF PAPERS WATER-MARKED DANISH

Made in the hills of Berkshire County by the

B. D. Rising Paper Company



Housatonic, Massachusetts

Three Remedies for Common Errors That Hurt Sales

Management Largely Responsible for Stupid Mistakes Which Annoy Customers and Frequently Send Them to Competitors

J. B. MILGRAM ADVERTISING AGENCY
NEW YORK, Sept. 25, 1924.

Editor of PRINTERS' INK:

Recently I had shipped from Philadelphia a child's stroller carriage. The carriage arrived with the handle broken. This being an inexpensive part of the vehicle, I wrote the manufacturer in a Middle Western city, advising him I was returning a broken handle of a certain color, asked him to replace it and offered to send a check or pay C.O.D. for the new part.

One month elapsed. No word. Wrote again and received a reply that the new part is being sent "free."

It arrives, and it is altogether a different color from the one sent—the difference in fact being nearly as great as between black and white. And it doesn't arrive free. There are charges on it several times the cost of the postage, and I presume the part has been charged for.

The same day a department store here delivers a folding ironing board with one of the supports broken in two.

I am sore at the express company that delivered the broken stroller, I am sore at the manufacturer who sent me the wrong colored handle and I am sore at the department store which has caused me inconvenience with the broken ironing board. In the case of the express company and the driver of the department store, the drivers knew of the damage done to the article delivered, for twine had been wrapped around the broken parts to hold them together. In each case the damage was unnoticed until I reached home.

The articles were bought from advertisements.

How close are our manufacturers to their consumer-contact points? What's the moral, and what's the cure?

J. B. MILGRAM ADVERTISING AGENCY
JOSEPH B. MILGRAM.

INCIDENTS such as Mr. Milgram relates are occurring in business every day. Almost every person who buys goods is the victim of them at one time or another. We doubt if occurrences of this kind can be entirely prevented. So long as business must be conducted by human beings, errors will be made. Organize and systematize and supervise a business as you will, mistakes will occur occasionally nevertheless. Just the same it is possible to cut down the number of these errors. The annoyance the baby carriage manufacturer has caused Mr. Milgram is due to the care-

lessness of some employee. Also some one individual in the department store is responsible for sending out a broken ironing board. Surely it is not the intention of manufacturers or retailers deliberately to inconvenience customers.

But though these mistakes are made by employees, we think that the management is largely to blame. An occasional error can be excused — in fact must be excused because of the frailty of human nature. But when the management of a business receives a complaint there is no excuse for the complaint being ignored or at least for its being handled unsatisfactorily.

In too many cases complaints are handled by the person who caused the trouble in the first place. The same carelessness that caused the mistake will influence his action on the complaint. One palliative, therefore for the disease our correspondent describes is to have complaints handled by someone other than the one who caused the complaint.

One of the finest hardware stores in Pennsylvania about two years ago dropped a washing machine while delivering it to a customer. A part was broken. The merchant sent the machine back to the manufacturer to be repaired. The machine was soon fixed and again shipped to the retailer. However, instead of billing him for the cost of repairs, the manufacturer billed for the price of a new machine. The merchant wrote a letter explaining the error. In fact he eventually wrote many letters about the matter, but to no purpose. The manufacturer continued to send statements, collection letters and drafts, trying to collect the item. One day the merchant happened to be in the manufacturer's city. He dropped in to explain



"What Happens Above the Head-line" has always been our chief concern. That illustration which most truly brings out the spirit and the selling significance of the copy, is the one which justifies the space it occupies. We have consistently carried out this policy through twenty-three years of service.

NEW YORK
25 East 26th Street

ETHRIDGE

Oct. 9, 1924

GAGNIER

Answer these questions!

Can your newspaper reproductions be improved?

Are you paying more than is necessary for Plates and Mats?

Do you believe the manufacturer who specializes in one thing can give you better service?

Your answer determines your interest in Gagnier—

Equipped with the world's largest Stereotype Foundry—a day and night shift of well-trained workmen, special machinery (much of which has been invented by the Gagnier organization), we produce the highest quality Plates and Mats at a very low cost.

With Gagnier Plates and Mats you get Gagnier Service. A Service too comprehensive to tell about. You must use it to know its full value.

Let us give you actual evidence of Gagnier Service. Send us an order, large or small, easy or difficult, and see how we handle it.

If you advertise in newspapers we can show you how to save time and money on your Plates and Mats. Outline your requirements. Let us quote prices. No obligation.

GAGNIER STEREO TYPE FOUNDRY

The Gagnier Corporation

NEW YORK
51 E. 42nd St.

DETROIT

CHICAGO
222 N. Michigan Ave.

The Recognized Standard

the error in person and to tell how annoyed he was. The sales manager laughed and said, "Forget it, Bill. I'll fire that plagued bookkeeper if he causes you any more trouble." But the bookkeeper continued nevertheless. The matter was not settled until the manufacturer turned the claim over to a lawyer. Both the sales manager and the bookkeeper or credit man were responsible for that incident. The credit man was to blame because he did not consult the sales department about a matter that obviously was in error in some way. The sales manager was to blame because he depended too much on his memory. Why busy executives who are constantly promising to do things and are committing themselves in a variety of other ways, do not get the memorandum habit is more than we can understand. They forget half of their promises and overlook too many commitments on their work schedule.

The second palliative, therefore, for the disease of carelessness is better office records, a prompter and more thorough handling of correspondence and a plan to route all correspondence to all employees that are in any way concerned with the subjects treated.

One of the best general managers we ever knew had the habit of taking a walk through the offices and factories of the business every day when he returned from lunch. He first started to take the trip, because he always felt drowsy in the early afternoon. But after making the trip a few times, he found he was learning so much that he resolved to make it a daily feature. He didn't try to cover the whole plant every day. He went in a different direction each time. One day he would stroll out to the superintendent's office. Again he would visit the shipping clerk or maybe the packing room. Sometimes he would be gone for only a half hour and other days he might be away from his desk all the afternoon. He always came back with a number of memoranda. He frequently made surprising

discoveries. He would find antiquated packing methods being used in certain instances or perhaps a workman using dull tools. He would find clerks discharging needless duties. He would ferret out lost motion or inefficiency if it existed anywhere in the business. His visits had a tonic effect on the workers. The knowledge that the Big Boss might drop around at any moment keep everyone alert. Unanswered letters would not long remain on an executive's desk if he knew the Chief might be giving that desk the "once over" before long. The shipping clerk would not continue to use worn-out stencils if he knew the Boss might see the result. The foreman would not take a chance on dirty windows that interfered with the light on the workers' benches if he knew the "G. M. himself" might pop into the room at any moment.

The third palliative, therefore, is for management to take enough interest in the business to know exactly what is going on in all departments. You may have capable clerks, executives, foremen and superintendents, but they will be even better if they know their work is under the eye of the Man-Higher-Up.—[Ed. PRINTERS' INK.

Park & Pollard Company Advances H. L. Atwell

Henry L. Atwell has been appointed sales manager of the Park & Pollard Company, Buffalo, livestock and poultry feeds. He will be located in the general sales office of the company at Boston. Mr. Atwell has been assistant sales manager.

New Paint Product for Canadian Market

The Canada Paint Company, Montreal, is marketing a new product known as Proteco shingle paint. An advertising campaign has been started in Canadian trade papers. Consumer advertising is contemplated later.

With Kansas City Lithographers

B. H. Henthorn, who has been manager at Kansas City for the Elms Publishing Company, has become advertising and service manager of Goodloe-Barnes, lithographers, also of Kansas City.

How 1,800 Dealers Were Taken Off a Stagnant List

Form Letters, Personal Letters and Printed Matter Fell upon Deaf Ears, Until the Job Was Tackled Scientifically

By A. L. Townsend

HERE, briefly, was the situation—

A firm manufacturing a product sold in hardware stores, stationery shops, toy shops, department stores, and occasionally handled by the furniture dealer, began its new season with a "pall-bearers docket sheet."

That's what the sales manager called it.

When all of the returns were in; when the reports of the sales force and the tabulated statistics of customers handled by mail had been checked off, analyzed and studied, it was found that 1,800 customers of the year previous were missing.

To put it bluntly, the firm had lost 1,800 dealers, who no longer handled the line. It was a heart-wrenching disclosure. That list made everybody around the place tremble with apprehension. Was it a straw in the wind? Was the company losing prestige, and its grip on the market?

The sales department ran its eagle eye over the list, for a string of worried days and sleepless nights.

Salesmen were called into the conference and asked their opinions; business correspondence was dug out of musty, dusty files and reread.

But the Big Idea came from one of the company's oldest salesmen. The things he said represented a summing up of every ramification of the problem.

And this is what he said:

"It's Price, first, last and all the while. There was a time when I thought price made no difference—or shouldn't, in any event. Our product is enough better than the best of our strongest competitor to justify what we charge. Our company's name means something. Put our stuff alongside the other

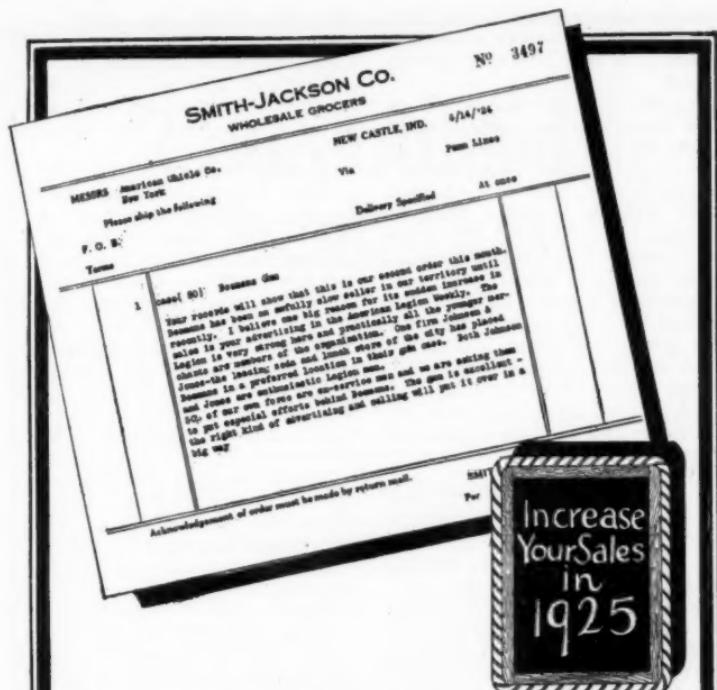
fellow's line, and we make 'em look junky. But after you get all through saying that, you haven't said enough, presumably. I go into see a furniture store proprietor or buyer in a moderate-size town, and feel around for an order. He may be a personal friend of mine. Finally, he just grins, and puts his hand on my shoulder, and says:

"Jim, put yourself in my place. We can buy tons of goods so near the line you folks turn out, that only a buyer would spot the difference. And at least 15 per cent cheaper. We know the merit of your article and we have a whole lot of respect for your house—but business is business. Our customers come in for this article (for children) and they almost invariably ask for the cheapest thing we have. Mention your price and they often go out, with the buying-bug smashed flat. And of course you must admit that fine quality here in this case, is not absolutely essential."

RETAILERS INSIST ON LOW PRICES

"Much that this man has said to me is incontrovertible. He's right and I know he's right. Why kid myself along? Everybody knows the difference between solid silver and plated ware, but dang bust it, some people can afford only the plated ware and they're making it well these days. It'll look well and give you service. I'm trying to sell my man a genuine solid-silver idea—when he wants the plated. And of course, with children as the ultimate consumer, this quality thing is of far less importance. That's why we are losing dealers every day, if you want to know the truth—it's one of the oldest reasons in the game and still flourishing."

But here was a firm unwilling to sell its goods on the basis of



we'll help you do it

All members of The AMERICAN LEGION are subscribers to the Weekly, and every page of it is read by most of them, WHERE A LARGE PERCENT DO NOT READ ANY OTHER PAPER OR MAGAZINE. A sense of loyalty is manifested by the members; loyalty to their organization, their magazine and its supporters.

Manufacturers will profit by investing in advertising in The AMERICAN LEGION Weekly. It reaches the consumer at the buying age in all walks of life.

The AMERICAN LEGION Weekly

331 Madison Avenue
New York; N. Y.

22 West Monroe Street
Chicago, Ill.

Pacific Coast Representatives
BLANCHARD-NICHOLS-COLEMAN

price. It had always felt that where price is the main selling argument, the end is near. That's dangerous ground.

And so, with the deadly list of 1,800 stagnant names unforgetably urgent, the house rushed into what it believed was "advertising." Everybody of any consequence began writing letters. The old catalogue was given a red cover and printed on better paper. Ponderous tracts began to go out, explaining just how wonderful the product was, all over again, but with here and there a new word.

But by May of this year, there was no change. "Advertising" had failed. Here they had spent all this money and received nothing in return. A shame—that's what it was!

In July the sales manager retired and a younger man came in. He took a lively interest in advertising. He managed to get \$10,000 out of the directors of the company for another try. They wept and wailed and said it was no use—but he had his way. Something had to be done—that was certain.

And now, without attempting any comparisons with what had gone before, we will set forth those things which were done to cut down the "Pall-Bearer" list. The recital will draw its own parallels, automatically. Every advertiser, we suspect, must at some time discover that there are two kinds of things to do in a situation of this sort. Uncle Sam's postage will take anything through the mails, and not every form letter is a good form letter: not every mailing piece is a business-getter, fundamentally. To get results from any kind of advertising you must have resultful advertising. It's really quite simple. The catch in it seems to be that when an executive, unskilled in the art, writes a chain of twelve "business-getting" letters, rather than pick out someone who specializes in it, he is very apt to blame advertising and the whole system, if they fail of their purpose. This is all wrong.

Before any other move was attempted, every last "man-jack" of

the sales force was called into session, to say nothing of a half dozen important distributors.

"Out with it, boys," said the sales manager, "what's your wail—now, all together—'Meet the competitor's price!'"

There were nods of approval.

"Now look here," came back the fighting sales manager, "can't you look into the future on a proposition of that kind? If we yanked down our price to where it is even with our biggest competitor in the market—and we could, easily enough, from a manufacturing and selling standpoint—the inevitable would happen. Why they'd make another reduction so fast it would make your head swim. We'd be just exactly where we all were before, plus losing that percentage of real money. Price-cutting never got anybody in this line, anywhere. What you men have to sell is a quality product—the best there is manufactured, at a price commensurate with its integrity."

Those salesmen and distributors hustled back to their posts with a new respect for the house. Strange as it may seem, they had not realized what would happen if the price were lowered. Competition would always remain a lap or two ahead, with the consumer footing the bill in a sharp decrease of quality.

BROADSIDES GAIN INTEREST

Here was a list of 1,800, however, almost invaluable, in its way, as a testing ground of the printed word. And all of them had stopped dealing with the house, although at one time or another, they had been on the books.

Broadsides went out twice a month to every dealer on that list, but they were not the conventional proposition, "hurrahing" the product to the exclusion of almost everything else. For example—the first broadside carried, on its inside spread, fourteen inches across, a fine two-color halftone of the great manufacturing plant behind the product, the different immense buildings filling a vast acreage. An insert, fitted into this scene, pictured an average merchant selling

Concentrated Circulation

97%

Of what value is Concentrated Circulation in Los Angeles, the Big Market of the Pacific Southwest?

Here are the facts for your analysis:

According to the last government census, Los Angeles County is credited with 936,438 people. Los Angeles County and the neighboring counties which constitute a possible buying area for Los Angeles merchants have a population of 1,150,235. This would indicate that the outside population is but 213,797.

LOS ANGELES EVENING HERALD

"California's Largest and Greatest Daily Newspaper"

HAS THE LARGEST DAILY CIRCULATION IN THE ENTIRE WEST, 97% OF WHICH IS CONCENTRATED IN LOS ANGELES AND IMMEDIATE SUBURBS.

*The Evening Herald Covers
The Entire Los Angeles Field!*

REPRESENTATIVES

G. LOGAN PAYNE CO.,
401 Tower Bldg., 6 N. Michigan Ave.,
Chicago, Ill.

H. W. MOLONEY,
604 Times Building,
New York

A. J. NORRIS HILL
710 Hearst Building,
San Francisco

Just a Difference in Discernment

Two advertisers thought they should advertise exclusively to women, through women's magazines.

We persuaded one of the two to run four pages in **St. Nicholas**, telling him that he could accomplish his purpose efficiently this way and get a new and additional sales force behind his product.

St. Nicholas proved to be just ten times as efficient as the magazines for adults.

The other advertiser continued to pay just ten times as much as was necessary.

Consider what you get for \$250, when you buy a page in **St. Nicholas**.

You get in through the front door of 65,000 of the finest homes in America.

You get the concentrated attention of young people and you get buying pressure brought to bear on parents in an irresistible way.

Look at your own family. Your own boys and girls eat food and wear clothes. They also know what they like. Don't they ever express opinions on these things?

You can't buy a year's campaign of such value anywhere else for \$3000.

Moral—there is none—it's

Just a Difference in Discernment

the product to a mother and child. The caption and text was a frank, out-and-out, unblushing tribute to the dealer, however small he might be.

He was told that if his establishment was no more than one room, on a side street, in a country village, he could look upon himself as "in partnership" with this vast plant—which, in actuality, he was, the moment he sold its product. He was reminded that in the aggregate, he represented an institution far larger than the factory. And the factory was not blind to this fact. It was grateful and eager for a friendly affiliation. Of course, the dealer, in turn would appreciate that association with the company; looking at it from the other side of the fence, was a desirable objective. The traditions and the history of achievement of this tremendous enterprise, dated back thirty-eight years. It was the largest enterprise of its kind in the world and the one held in highest esteem.

This broadside, it will be observed, sought less to talk and show the product than to create good-will and establish a friendship. A photographic view of the entrance of the plant carried the announcement that the doors were wide to this dealer, whenever he might be in the neighborhood. While outsiders were not generally admitted to an inspection of the factory, the officials felt that he, as a dealer, was privileged—for was he not, in a certain sense—a stockholder? All of this was put discreetly, guardedly, with no suggestion of "slopping over."

Then followed another broadside, less than 50 per cent of which had to do with the product. Its pictures and its text very unselfishly told of recent developments in selling, in securing new customers, in dominating the innumerable "Main Streets" of the country, where competition was keen. Any dealer could read this broadside with profit because it concentrated on no one product—it was general in its character.

Every other week, some piece of give-away literature was sent to

the dealer; material unlike the average weak little leaflet, and changing in size with every piece. It was pointed out that this literature contained reasons why people should make the purchase—it was not mere catalogue recitation. A summary of the complete series was sent in advance, together with this observation:

It is our intention to send you, every other week, for six months, a series of consumer folders, booklets, cards, brochures. *But*—they are distinctive for this reason—we will *not* be content to merely show our product and describe it. Each piece of literature will have as its theme, a real selling incentive.

The first leaflet, as you will note from the enclosed, sells the product on the quality basis, with arguments against the "cheap" substitute.

The second brings in Health as an argument and the entire brochure is devoted to this tie-up.

Number Three—a booklet, is linked with a very delightful fairy story for children. We know that mothers will want this booklet and will read the story aloud to their youngsters.

Every piece in the series was thus briefly summed up, for the attention of the dealer, because it was felt that the average consumer leaflet, booklet, etc., is conventionally selfish in its copy and illustrations. It is, in fact, just an abbreviated catalogue. When the dealer understands that such literature acts as a salesman, talking in his behalf and closing sales, it is of far more interest to him.

Then came form letters, illustrated, and often containing statistics covering business conditions in general and any news relative to the dealer's own sphere. They were virtually "news bulletins" on trade conditions.

This accumulation of material, each piece with a sound foundation, slowly but surely turned the tide. It brought back those cold-feet dealers to an astonishing degree. They are still responding.

How many similar campaigns look at their subject through the eyes of the man who sells the goods? When they look only through the eyes of the advertiser, their Fate is written down in advance.

How Manufacturers Can Help Retailers Select Store Sites

There Is a Growing Need for This Information and Advertisers Should Be Prepared to Answer Questions Concerning Store Locations

*Washington Bureau
of Printers' Ink*

THE marked building activity of the last few years and the unusual development of suburban localities throughout the country, together with the greatly increased use of the automobile, have had a tendency to affect in some degree practically all retail trading centres. For this reason, and because of the general increase in rents, it is probable that more retailers than ever before are now confronted with the perplexities surrounding the selection of new store locations.

With this development there has been a decided growth in the number of retailers who put their problems up to wholesale distributors and manufacturers for solution. Evidently, the long effort of manufacturers to aid their retail customers is having effect.

Now that these questions deal with the popular and intricate subject of store location, advertisers will be glad to know that they will find a ready and authoritative source of information with which to answer them in a new Government report entitled "Retail Store Location." This is Trade Information Bulletin Number 269, announced for current publication by the Domestic Commerce Division of the Bureau of Foreign and Domestic Commerce.

While the bulletin was designed primarily in the interests of American retailers, it will prove to be just about as valuable to those advertisers who desire to encourage closer co-operation with their trade by furnishing their customers with both requested and voluntary information. As the foreword of the report mentions, proper store location is one of the most vital problems of retailing. "This problem and its analysis," the foreword continues, "deserve the most careful thought

of the merchant, whether he is starting a new enterprise or selecting a new site for a going business." The data presented were gathered from personal interviews with successful retailers and from various research sources.

Under the heading, "General Factors," the report discusses the community, viewing the retailer as a community purchasing agent, and then explains the relations of the individual store to the physical factors of the community, the market or trade territory. It discusses the personnel of the store, banking and finance problems of selecting a location, and the Government regulations which should be taken into consideration.

ADVERTISING VALUES OF SITES

The second half of the report treats of "Site Factors," and in discussing the element of physical location reminds the dealer of all the important influences and factors of a neighborhood that may determine his success. The natural advertising values of locations are especially mentioned, and in regard to this and the store's advertising the report states:

"Some streets offer better advertising advantages than others. This is true not only because there is a greater number of passers-by, but also because some streets may be easier to find than others. The importance of the latter factor would, of course, be in proportion to the amount of trade drawn from the surrounding territory. Often the farmers and other visitors will know only a few streets in a city. Hence the advertising may become more effective when the visiting customer is already familiar with the location."

The nature of surroundings is

INCREASED RATES

Space orders at present rates will be accepted prior to **December 1, 1924**. On and after that date new rates will be effective.

Sportlife

THE NATIONAL MAGAZINE OF SPORTS AND RECREATION

The Fastest Growing and Most Complete Sports Publication on the Market

NEW GUARANTEE

Effective with January Issue

100,000 NET PAID

(A. B. C.)

Present Rates, \$0.60 per line; \$250 per page

A. W. BROWNELL, General Manager
110 West 34th Street, New York City

Pacific Coast Representatives

BLANCHARD-NICHOLS-COLEMAN
Los Angeles—San Francisco—Seattle

Western Representatives

WHEELER & NORTHRUP
Wrigley Building, Chicago

New England Representatives

BURLINGAME & BURNS
Little Building, Boston

Business Building Typography

TYPE is made to be read, but that reading may be acceptably easy or unfavorably difficult. Your message may be indelibly impressed upon the buying mind, or it may never succeed in struggling past the reading eye. All depends upon the method of clothing your thoughts.

Ranged about the walls of the Franklin Printing Company's offices, enriching its historic background, are gold, silver and bronze medals, awarded in Graphic Art contests. Continuing in the steps of noted predecessors, Carl J. H. Anderson, with his wide experience, earns new honors in the conduct of our Typographic Department.

Using human beings as tools—the brains and experience of hundreds of master-craftsmen—Mr. Anderson and his staff are faithful in their effort to secure for your message a most receptive reading. They do more, since they constantly seek to effect economies to the advertiser, thru the use of the best size, shape and style of vehicle and the proper medium for expression. In all these physical elements making up the framework of your advertising structure, Mr. Anderson's aim is the profit of the advertiser, whether the order call for a simple folder or an entire campaign.

* * *

FRANKLIN PRINTING COMPANY

Founded in 1728 by BENJAMIN FRANKLIN

514-520 LUDLOW STREET - PHILADELPHIA

another important subject discussed, the desirability of proper analysis of traffic is also pointed out, proper methods of store building and construction are explained, and the discussion of the retail store's relation to the buying habits of consumers, with its classification of merchandise sold at retail, contains some valuable, briefly stated information of interest to all advertisers.

Rather than attempt to present any cut-and-dried system of formulas for locating a retail store, the report evidently intends to offer a stimulating, practical guide by explaining and discussing all of the important factors related to and influencing the selection of a favorable location. Further than this it is undoubtedly impractical to go into any general treatment of the subject.

Tea Cup Reading Taught by Lipton's

A new advertising campaign in Canada for Lipton's tea offers a free booklet on "How to Read Your Tea Cup," which is described as a "weird, mysterious, exciting art." This advertising account has been placed with the Baker Advertising Agency Ltd., Toronto, Ont.

G. C. Sewell Joins Chambers Agency

Granville C. Sewell has joined the staff of The Chambers Agency, Inc., New Orleans. He was formerly with The Adamars Company, St. Louis, advertising agency, and with the W. M. Riddick Company, Jacksonville, Fla., since absorbed by the Dorland Advertising Agency, Atlantic City, N. J.

Buffalo "Express" Appoints M. D. James

The Buffalo *Express* has appointed M. D. James manager of rotogravure advertising of its Sunday edition. He was formerly art director with The Roycrofters. At one time he was in charge of art and layout with James Wallen, advertising counsel, East Aurora, N. Y.

New Account for Knighton Company

The Broad St. Clothiers, Inc., New York, has placed its advertising account with the Knighton Advertising Company, Inc., also of that city. College publications, magazines, newspapers and direct mail will be used.



ANOTHER LETTER ABOUT "Punch"

AN Advertising Agent writes as follows concerning a new Advertiser in "PUNCH":

"My client expressed to-day great satisfaction with the response to the advertisements which had appeared in 'PUNCH,' and wished me to state that in the campaign for 1925 your Journal would receive first consideration."

Satisfied Advertisers all over the country are now making certain of their space in "PUNCH" for 1925. Already, considerably over fifty per cent. of the total space available next year is sold, and it will not be long before many of the issues are fully booked. Better mak' siccar before it is too late.

***Advance Booking is Always
Essential.***

MARION JEAN LYON
Advertisement Manager, "PUNCH"

10, BOUVERIE STREET
LONDON, E.C. 4., ENG.



Denver "Post" Augments Staff

D. E. Stewart has become national advertising manager of the *Denver Post*. He was formerly with the Milwaukee *Wisconsin News* and *Sunday Telegram* in a similar capacity.

Edward H. Roemle also has joined the *Denver Post* as manager of automobile advertising. He formerly was advertising manager of the *Louisville Post*.

Joins M. C. Mogensen & Company

C. G. Payne has joined the sales staff of M. C. Mogensen & Company, Inc., publishers' representatives, San Francisco. He was formerly space buyer for James Houlahan, Inc., Oakland, Calif. He also was at one time with K. L. Hamman-Advertising and the Johnston-Ayres Company, San Francisco, affiliated advertising agencies, in a similar capacity.

Seeley & Company Incorporates

The firm of Seeley & Company, which recently was formed at Boston as a partnership, between Elmer R. Seeley and Louis F. Buff, has been incorporated under the laws of Massachusetts. Mr. Seeley is president and managing director and Mr. Buff is treasurer. Henry Buff is secretary.

"Meat Merchandising" a New Publication

Meat Merchandising is the name of a new monthly magazine directed to retail butchers and meat markets, which commenced publication with an October issue. It is published by the Merchandising Publishing Company, St. Louis, Mo., of which Albert Von Hoffman is president and Thomas G. Williams, vice-president. They are the present owners of the Von Hoffman Press, St. Louis. H. G. Heitzeberg is editor and manager of the new publication.

Join Bangor, Me., "Commercial"

William N. Hardy has been appointed general manager of the Bangor, Me., *Commercial*. He was formerly managing editor of the *New York Evening Bulletin*.

Oscar E. Nelson, formerly with the Lynn, Mass., *Telegram-News*, has been appointed advertising manager of the *Commercial*.

Becomes Winsten & Sullivan

Hill-Winsten, Inc., advertising agency, New York, has changed its name to Winsten & Sullivan, Inc. The change in name follows the purchase of the interest of Albert W. Hill by Harry J. Winsten and Arthur B. Sullivan.

I use this space for two distinct purposes—to show what we can do for ourselves—and to tell what we can do for you.

E. M. DIAMANT Typographic Service

195 Lexington at 32nd St.
CAledonia 6741 New York

*Send for booklet
"Typus Fever"*

GENIUS TOO IS "SELF-MADE"

BERTRAND L. CHAPMAN

"MOST geniuses started with but a feeble germ of ability that through long years of concentration, devotion, heroic struggle and effort, pain and sorrow, blood and sweat, they finally evolved into real greatness. It is not a compliment but an ungrateful insult to them, when they have not only mastered and perfected their genius but accomplished the harder task of forcing the world to listen to them and finally to recognize them, to say: 'You were born so.'" William George Jordan, in THE FORUM.

"We have seven lives to live," he continues. To the usual three, (1) the physical, (2) the mental, and (3) the moral and ethical, he adds (4) the social, (5) the civic, (6) the aesthetic and emotional, and (7) the spiritual.

That is why we need "sound, trained minds, alive to the bigness of their individual possibilities and the greatness of real living."

Genius must be our model. It is not "wild, erratic and in defiance of law," but "the incarnate revelation to man of the perfect working of mind in some line."

"If life is not to be an apology," if we are not to be "leaning willows" or "parlor soldiers," we must not "bind our eyes with one or another handkerchief." For genius "sees at every pore."

Woodrow Wilson might well have described our after-the-war world, as well as that of the last century, as "quivering under the impact of new forces, both moral and intellectual.

"An age in which both the minds and the hearts of men were being subjected to new excitements and stirred to new energies," in which "new life entered also into literature, and a whole generation of new writers of originality and power came suddenly into prominence. That brought forth its own historians and storytellers, as well as its own mystics, and its own singers to a cause."

Enlarge your prospect. Let my friend, the intimate of genius, who wants to be your friend, "bring you to the top of a hill" —

GENIUS, like the average man, has two creators — his God and himself," says Mr. Jordan. "The second creator develops and perfects what the first has begun."

Then Mr. Jordan quotes Thomas A. Edison to the effect that "Most men never amount to much because they don't think," and Prof. William James that "the average man uses only about one tenth of his brain."

THE FORUM

Friend, Philosopher and Guide
of the Thinking Minority

EDITED BY HENRY GODDARD LEACH

Park-Lexington Building, New York

Oct. 9, 1924

Death of Sir William Price

Sir William Price, president of Price Bros. & Company, who has been active in the Canadian pulp and paper industry for many years, was killed by and buried under a landslide at Kenogami, 120 miles from Quebec City, Que., on October 2. Alarmed by reports of a landslide near where many of his employees were working, Sir William had decided to make a personal investigation. He arrived at the spot just when the whole side of a hill gave way, and he was buried under a huge pile of debris.

Sir William was a grandson of William Price, who founded, 105 years ago, the great lumber business which bears the family name. At the time of his death he was engaged with the Duke interests in completing a large scheme for developing water power for pulp plants in Eastern Canada and the New England States.

Southern Publishers' Association Appointment

Craston Williams, of Greensboro, Ga., has been appointed manager of the Southern Newspaper Publishers' Association. The office of manager is a new one which was created at the last annual meeting of the association. Mr. Williams will make his headquarters at Chattanooga, working under the direction of Walter C. Johnson, secretary-treasurer of the association.

New Accounts for Henri, Hurst & McDonald

The Altorfer Bros. Company, Peoria, Ill., manufacturer of A. B. C. washers, and the H. Mueller Manufacturing Company, Decatur, Ill., manufacturer of "Mueller" plumbing fixtures, have placed their advertising accounts with Henri, Hurst & McDonald, advertising agency, of Chicago. The Birtman Electric Company, also of Chicago, has appointed this agency to direct the advertising of its Birtman electric vacuum cleaners.

R. F. Place, President, St. Louis Advertising Club

R. Fullerton Place, formerly vice-president of the St. Louis Advertising Club, has been elected president. Other officers elected for the ensuing year are: C. E. Williams, first vice-president; Edward L. Hill, second vice-president; Felix W. Coste, third vice-president; Douglas Williams, secretary, and P. M. Fahrendorf, treasurer.

R. M. Perry with W. F. Frederick Piano Company

R. M. Perry, formerly with the Story & Clark Piano Company, is now manager of the W. F. Frederick Piano Company, Pittsburgh, which operates a chain of piano stores. He succeeds C. B. Noon who has resigned.

made by Grammes



Vari-Tint Metallic Label for Du Pont Duco-finished articles.

THE beauty and durability of the newest Du Pont achievement (Duco-finish for wood and metal household and business products) required a label of equal character to identify Duco-finished articles—a Grammes Vari-Tint two-tone metallic label was the answer.

Have you a product for which you wish a fitting marker?



*Manufacturer of Metal Specialties
Name Plates, Signs, Display Easels and Racks, Advertising Novelties*

*The Screen Now Has
a Criterion*

PICTURE-PLAY MAGAZINE

**HAS THE STATUS IN
CINEMA ART THAT
SIMILAR MAGAZINES
OCCUPY IN DRAMA,
LITERATURE AND MUSIC.**

University students and club women write us expressing thanks for the educational value of Picture-Play.

Picture-Play is the most quoted magazine in its field by reviews and digests.

Through an appeal to the highest types of motion picture enthusiasts, Picture-Play has helped to create a new standard in a new art.

STREET & SMITH CORPORATION

Publishers

79 Seventh Ave.,
New York

Member ABC

410 Michigan Ave.,
Chicago

Announcing a Consolidation of Building Journals

*In Point of Circulation and Number of Papers Involved,
This Is the Biggest Merger in All Trade Journalism*

Building Age and The Builders' Journal, The Permanent Builder and National Builder, will be consolidated beginning with the issue of November, 1924, under the title of Building Age and National Builder.

The monthly form of publication will be continued.

In the consolidated publication are included the three quality building magazines and the one specialized building journal, making "The great paper in a great industry."

The combined journal, with all duplication eliminated, will have the largest paid circulation ever attained by any one building publication.

It will have, to the best of our knowledge and belief, the largest trade circulation ever reached by any one business magazine in any line.

Its advertising rate, unprecedentedly and experimentally low, will be less per thousand of circulation than any building journal space has ever sold at before—a rate about one-third the average price charged for trade and class circulation.

*Write, Phone or Telegraph for
Complete Details*

Building Age and National Builder
239 West 39th Street, New York

How a Customer Ownership Campaign Is Conducted

A Logical Way to Win Good-Will, Get Capital and Beat the Blue-Sky Promoter

By Frank L. Blanchard

Of Henry L. Doherty & Co.

[EDITORIAL NOTE: The man who invests his savings in the preferred stock or bonds of a utility company which serves him, is not a logical prospect for the man selling worthless securities. The education done by the public utility companies in making their customers part owners of the industry has been a valuable influence in making citizens investors instead of disappointed victims of a crooked promoter. The extent of this customer ownership is well explained in the following extracts from an address delivered before the Public Utilities Advertising Association.]

IN the United States and Canada the growth of the gas, electric light and power, water and street railway industries during the past decade has been one of the wonders of the industrial age in which we live.

According to reports issued by the American Gas Association, there are in America today nearly 1,000 companies engaged in the gas industry. The total sales in 1914 were 198,000,000,000 cubic feet, and in 1923, they were 370,000,000,000 cubic feet, an increase of nearly 100 per cent.

The customers of gas companies in 1921 aggregated 9,291,000 and the population served was 47,700,000. The gross income of the manufactured gas companies in 1921 was \$379,263,044; in 1922, \$406,000,000; and in 1923, \$429,200,000.

The expansion of the electric light and power industry has been even more remarkable. In the period 1910 to 1920 the amount of electric energy sold increased 350 per cent. The earnings of the companies in 1923 were about \$1,300,000,000.

Although money is money, no matter where it comes from, the organizers and managers of public utility enterprises have recently discovered that it makes all the difference in the world whether it

is obtained from a few rich men or from a large number of small investors, and especially from those to whom their service is sold. As the result of their experience they are practically of one opinion, namely, that the most helpful and, therefore, the most desirable shareholders are their own customers.

SECURING NEW CAPITAL

The companies are in constant need of new capital for increasing the productive capacity of their plants and for lengthening their service lines. What group of people are in a better position to know the needs and opportunities of public utilities than the men and women customers who are in close contact with their business? The term customer ownership is solely applied to customers of a local public utility who have purchased its stocks or bonds.

Milan R. Bump, chairman of the Customer Ownership Committee of the National Electric Light Association, in his report submitted at the May, 1924, convention, said:

"Customer ownership means more for the stability and permanence of investment in utilities; more for the satisfaction of the public served, and for the promotion of a proper understanding between the company and its customer-partners, than any other activity that has ever been attempted."

Some of the specific advantages of customer ownership from the viewpoint of both the company and the customer are:

1. It furnishes the company a market for obtaining at a minimum cost a portion of the capital required for improvements and extensions made necessary by increased demands for service.
2. It strengthens the credit posi-

Employees House Organs

For salesmen, office, shop and store employees.

Mimeographed, illustrated, pocket size.

Published monthly

Four pages of tabloid messages that will help to arouse your employees to giving their best.

Your firm name imprinted—making it a personal house organ.

A gold mine of reprint material for house organ editors.
Samples mailed to executives upon request

JOHN J. LUTGE & STAFF

703 Market St.

San Francisco

DUKO

We recently planned and manufactured a unique portfolio of *color schemes* to help du Pont salesmen sell Duco to automobile manufacturers. What kind of help do you give your salesmen?



CURRIER & HARFORD LTD
Selective Advertising
27 East 31 New York Cal 6076

tion of the company. The more customers owning stock, the better informed the public will become concerning its finances and standing.

3. It stabilizes the market value of shares. It is better to have 10,000 customer-owners than 100 other owners for the reason that while a majority of the 100 stockholders might combine overnight to manipulate the market for their individual advantage, it would be an impossibility for a majority of the 10,000 to do so.

4. It affords customers an opportunity to acquire, for cash or on the instalment plan, shares in small amounts in established and prosperous enterprises, and thus encourages thrift, develops a community spirit, and makes for better citizenship by creating a higher regard for the interests of others.

5. It is a source of strength for the company. The more customer-owners there are in a community the more impregnable becomes its position as a business institution.

6. It creates good-will and thus contributes largely to the establishment of highly desirable public relations. If the service they receive is satisfactory and the rate they pay is reasonable, customer-owners are constant boosters of the company and its interests. They are its staunch defenders when its management or service is unjustly criticized. They often make suggestions for the improvement of the service and furnish leads for adding new names to the company's list of customers, or for the sales of additional securities to persons who are already shareholders.

7. Customer-owners are so many radiating centres of good-will for the company. They are like the leaven which the woman hid in three measures of meal till the whole was leavened. If there is need for raising the service rate in a city where customer-owners are numerous, the public will not oppose the company's application to the Public Utility Commission, because it knows from facts in its possession that the company is warranted in taking the step.

8. Another advantage of cus-

383,005

Net paid circulation of The New York Times, average daily and Sunday, as reported to the Post Office department for the six months ending September 30, 1924.

October 1, 1924 . .	383,005
October 1, 1923 . .	<u>362,361</u>
Gain	20,644

The growing circulation of The New York Times represents a greater volume of high quality than any other newspaper in the world.

Average Daily and Sunday Circulation for 29 years.

October	1896	21,516
"	1897	22,456
"	1898	25,726
"	1899	76,260
"	1900	82,106
"	1901	102,472
"	1902	105,416
"	1903	106,386
"	1904	118,786
"	1905	120,710
"	1906	131,140
"	1907	143,460
"	1908	172,880
"	1909	184,317
"	1910	191,981
"	1911	197,375
"	1912	*200,751
"	1913	*230,360
"	1914	*259,673
"	1915	*318,274
"	1916	*340,904
"	1917	*357,225
"	1918	*368,492
"	1919	*362,971
"	1920	*342,553
"	1921	*352,528
"	1922	*356,671
"	1923	*362,361
"	1924	*383,005

* Average net paid daily and Sunday circulation reported to the Post Office Department for six months immediately preceding October 1, in accordance with act of Congress, August 24, 1912

RADIO MARKET AND FIELD DATA

Where can I procure a list of reliable manufacturers' agents?

What are the logical retail outlets for radio apparatus, in order of preference?

How many dealers are there selling radio?

What would be the soundest dealer policy on radio apparatus?

Is a time payment plan necessary for all types of radio receiving sets?

What do you believe to be the prospective development in selling radio apparatus during the next five years?

If you would like to have the answers to those and other forty-two pertinent questions, write to

RADIO
Merchandising
THE MAGAZINE OF THE RADIO TRADE

342 Madison Avenue
New York

MEMBER A. B. C. Sporting Goods Journal

For Dealers, Jobbers,
Manufacturers

has the largest circulation; has the only paid, audited, non-premium circulation; and carries the most advertising.

*The JOURNAL is the only
A. B. C. publication in its field!*

Ask for Sample Copy

Nine South Clinton Street,
Chicago, U. S. A.

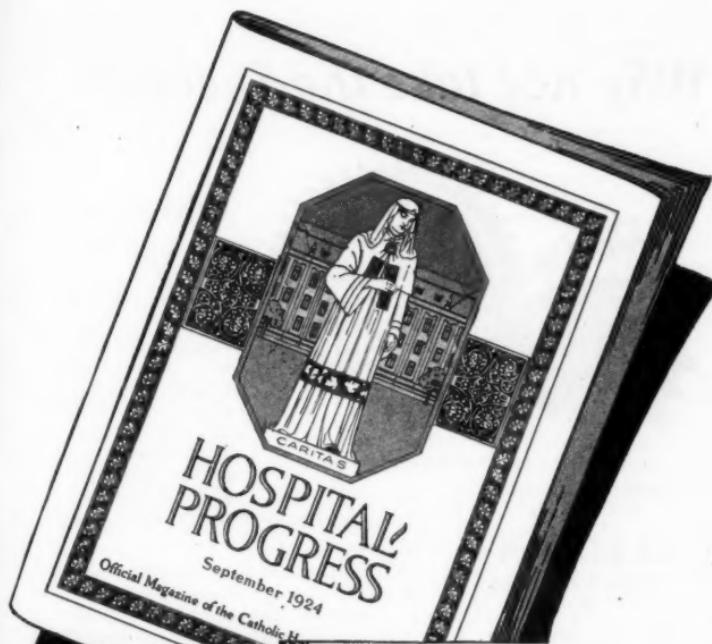
Customer ownership is the influence it has in bringing about the defeat of movements designed to popularize the municipal ownership of public utilities. In a city where a fairly good distribution of the company's securities has been effected, it is almost impossible for agitators to create a popular sentiment in favor of municipal ownership. Customers who have a number of shares hidden away in safe places do not favor the proposition. They have no confidence in the ability of municipal authorities to run successfully a business that requires technical knowledge and experience of a high order. They are confident that under the administration of public office holders the expenses of operation would be so greatly increased by the employment of two men to do one man's work, that in the end rates would have to be increased or the city would have to face an annual deficit.

One hundred and eighty-five electric light and power companies, supplying 10,887,019 customers, have 652,910 shareholders under the customer ownership plan. The number of shares thus owned amounts to 5,047,407. The average cost of selling was \$4.60 per share. The total population in the territory served is 51,414,693.

CUSTOMER OWNERSHIP CAMPAIGNS

How is a customer ownership campaign carried on? What kind of an organization is required? What forms of advertising have been found most productive? These questions, I am sure, you would like to ask, if given the opportunity. As I know more about the methods of Henry L. Doherty & Company, of which I am advertising manager, than about those employed by other public utility owners and managers, I will briefly outline the plans we follow in selling our securities to our customers.

The personnel of a customer ownership department varies in number according to the size and character of the public service organization to which it belongs. Our Customer Ownership Department is composed of a general



Catholic Hospitals as a group represent the most favorable part of the vast Hospital market. Over 4,000,000 patients are taken care of annually in these institutions managed and operated by the various orders of Sisters.

Advertising Rate Card and copy of Hospital Progress sent on request.

The Right Approach

The advertising pages of HOSPITAL PROGRESS, the Official Magazine of the Catholic Hospital Association, furnish the most effective and direct method of establishing the proper sales approach so essential in securing and maintaining a satisfactory volume of business from Catholic hospitals.

Published by
The Bruce Publishing Company
 Established 1891

Home Office
 129 Michigan St.,
 Milwaukee, Wis.

Eastern Office
 30 Church St.,
 New York, N. Y.

Why not take the Special?



Acknowledgements to Missouri Pacific

BULLETIN

*Farmer's Advocate
Special*

Direct connection every Thursday with 62,254 farm homes.

Trans-continental service from Atlantic to Pacific.

Owing to popular demand you should make your reservations early.

WHEN you want to reach the purchasing powers of the richest market in Canada, instead of taking a round-about route full of delays and unnecessary expenses, take the Farmer's Advocate "Special" direct to the best farm homes in Canada.

On the farms of Canada from coast to coast the Farmer's Advocate is an important institution, which for 58 years has worked incessantly for the betterment of the farmers and their homes.

Let the Farmer's Advocate, now a national farm paper, carry your advertising message to 62,000 farm homes where prosperous, up-to-date men and women—and children too—who have money to spend will read it with a confidence that brings response.

Further particulars of rates, etc., will gladly be sent you on request, or any recognized advertising agency will give the information you require.

Now a National Farm Paper

Member A.B.C.

Member A.B.C.



THE WILLIAM WELD CO., LTD., London, Ont.

manager, a sales manager, a campaign manager, a special advance man who gathers information for the advertising department, and who, later, places the advertising locally; and three field managers, who, in addition to other duties, instruct and help employees in selling, and report facts on local conditions to their superior who turns them over to the advertising department. This is a small executive staff when you consider that Henry L. Doherty & Company manage and finance more than 120 properties—subsidiaries of Cities Service Company—which have total assets of \$491,000,000.

The methods employed by our company in its customer ownership campaigns can best be understood from a description of one of them. For instance, in November, 1923, plans were perfected for an intensive, ten-day campaign in Denver, Colorado, to sell the preferred stock of the Public Service Company of Colorado, an important subsidiary of the Cities Service Company.

During the week preceding the opening of the campaign several meetings of employees, of whom there are 1,500 on the company's pay roll, were held, lasting from thirty to forty minutes each, for the purpose of outlining the work to be done and for supplying them with necessary information for properly presenting to the company's customers the advantages of the preferred stock as an investment. The employees were also given copies of advertising booklets and folders for home study and distribution among prospects, and a little book containing sales instructions and answers to questions that might be asked.

KIND OF ADVERTISING USED

The advertising used in the campaign was as follows:

1. A one-page explanatory and educational advertisement was run in all the Denver daily newspapers during the first three days of the drive, and a half-page selling advertisement during the next seven days.

2. A folder, describing the security offered, the reasons for the sale, and the advantages of cus-

tomer ownership, was mailed to every one of the company's 15,000 customers the day before the sale started.

3. Another folder, presenting direct selling arguments, was sent to every customer on the fourth day of the campaign.

4. A miniature daily newspaper giving news concerning the progress of the campaign was published for the benefit of the employees on each day of the campaign.

EMPLOYEES ASSIST IN SALES

On the opening day the employees were each given a list of ten customers of the company upon whom they were asked to call during the ten days the campaign lasted. Daily reports of progress made were filed at headquarters. In this way the campaign manager kept in constant touch with his field forces, and rendered special assistance to individual workers whenever and wherever it was needed. The result of each day's sales was posted both as an encouragement to greater effort and also to let the workers know the progress being made. A commission of \$2 was paid employees on each share sold.

There was much rivalry among the several teams, into which the employees had been divided, to see which one would make the highest record of sales. Not all employees were good salesmen, and some from whom much was expected proved the poorest of the lot. However, when the campaign came to an end, the records showed that 16,600 shares of preferred stock, having a par value of \$1,660,000, had been sold to 5,545 customers.

In the sixteen metropolitan cities where branch offices of the Doherty company are maintained the year round for the sale of securities, customer ownership campaigns are not held, the reason being that none of our operating companies is located in them. However, our methods of advertising and sales promotion keep security sales at the maximum month in and month out in these territories. Each of these district sales offices has its own advertis-

The Atlanta Journal

Atlanta, Ga.

Covers Dixie Like the Dew

Daily advertising records in Georgia for all time were beaten by *The Journal of Friday*, October 3rd, in which paid space measured

75,614 lines

No stunts; just a reflection of splendid business conditions.

Advertising in The Journal Sells the Goods

Sales Angles!

Would you like to have your product recommended to hundreds of thousands of consumers—the recommendation to come through a professional man?

Through the medium of 4,300 Osteopathic physicians such well-known manufacturers as

- Horlick's
- Cantilever Shoes
- Pepsodent
- Fleischmann Yeast
- Kellogg's Bran
- Kinney Rome (Bed Springs)
- Nujol
- Lavoris
- Philo Burt Co.
- DeVilbiss (Atomizers)
- Welch's Grape Juice
- Mellins Food
- NuBone Corsets

and a great many others are building up their reputation and the sale of their product, until it is being accepted as a family staple and household necessity. Their copy is regularly appearing in **THE JOURNAL OF THE AMERICAN OSTEOPATHIC ASS'N**
400 South State St., Chicago, Ill.

ing appropriation which the manager spends in the mediums he considers best adapted to his purpose. Once a year, for a period of two months, a series of special advertisements is run in the daily newspapers under the direction and at the expense of the New York office. Throughout the year, letters, booklets and folders are mailed on schedule to carefully selected lists of prospects residing in the territory covered by the individual district sales offices. Some of the letters and folders sent out in this way have brought from seven to ten per cent returns in the way of leads—replies and requests for further information regarding the securities offered by Henry L. Doherty & Company.

The work that is being done by the public utility companies, through advertising, to promote customer ownership is of inestimable value in the education of all classes of people upon the subject of investments. The public is being taught to discriminate between the visionary, untried and highly speculative propositions and those that have been established many years and have fairly long records of dividend payments. The advertising, if properly written, plays a most important part in this work.

Roy Dickinson, Associate Editor of **PRINTERS' INK**, in a recent contribution to this magazine said:

"They (the companies) are doing a real work in helping turn the deluded and disappointed sucker who is unable to purchase what manufacturers make, because he has lost his surplus, into a thrifty, happy investor who makes his locality a better place to live and do business in.

"One of the ways for keeping people out of hopeless stock purchases is the encouragement of customer ownership campaigns which educate the public to the value of good investments near home, and which build good citizens, instead of bitter and 'busted' people with no purchasing power and with no money with which to finance legitimate enterprises."

Anyone who has lived in a community in which socialism and

He Said We'd Lose!

WE TALKED with another insurance man about our proposed advertising campaign. He said we would gain nothing from the advertising. Informing the public about our brokerage service and methods of improving insurance coverage would cause the reader, so our friend said, to take up with his own broker any idea we might present which seemed of value.

We hope our friend is wrong

Besides we are in the insurance business not only to increase our own resources but to help insurance generally. We are not the only good brokers, anyway. There are, for instance, such concerns as Davis-Dorland, Marsh and McLennan, T. R. and H. N. Fell, Johnson and Higgins, and Hamilton and Wade. They are all able and willing just as we are, to go over your insurance policies and suggest—without obligation—any possible improvements.

If you are not now being well served in your insurance matters, ask for Vanderbilt 2813. We can help you.

J. Mitchel

George S.

THORSEN & THORSEN
Representatives of the Insured

52 VANDERBILT AVENUE

Business Manager

With 20 years experience in printing and publishing of periodicals of large national circulation, including complete management of printing plants, wishes to establish connection leading to part ownership with high grade class or trade publication needing a man experienced in all departments of publishing for further development of their property. Returning to America October 15th.

Address "S," Box 119, care of Printers' Ink.

WANTED

An exceptional man for an exceptional opportunity.

A Copy and Service Man

in a fast-growing advertising company. Must be familiar with

Printing and Cuts

Art Work and Layouts

Planning and Service

The opportunity will gratify the ambitions of an exceptional man. His creative abilities, originality and initiative will have full play. His merchandising and service experience will find full scope. He will have ample assistance, close co-operation and frictionless business associations.

Write us fully, stating your age (30 to 35 preferred), nationality, experience, previous connections and duties, present salary and how soon you would be available. Prompt interview will be arranged.

"President," Box 147, Printers' Ink

some forms of radicalism are prevalent knows that one of the best ways to overcome the hostilities of their advocates is to induce as many of them as possible to become shareholders in the local gas, electric light and street railway companies.

COMBATING SOCIALISM

However much opposed they may once have been to a public utility that has been giving the community adequate service at reasonable cost, when they become financially interested in its affairs, their mental attitude toward what they formerly considered "an oppressive monopoly" changes unconsciously. They realize that the attacks they made upon the company were harmful to its interests and if continued, now that they are shareholders, may, in the end, impair the value of the securities they hold. Their open hostility, therefore, soon ceases.

W. H. Hodge, of the Byllesby Company, a leading American authority on customer ownership, asserts that "customer ownership is a practical and workable compromise between the disintegrating forces of communism, on the one hand, and the faults of the capitalist system, on the other hand.

"It is through corporations, large and small," he continues, "that industrial science has been put to work and made possible the amazing production of wealth during the past twenty-five years. Until an extraordinary substitute is found, we know that progress must be through large, corporate organizations wherein are massed ability, capital, initiative and energy. This being true, the importance of inviting workers of all kinds to become profit-sharing partners becomes apparent."

The interest of the public utility company in the shares it sells to its customers should not cease when the transaction is closed. It should keep customers sold on their purchases. If, after holding them for a short time, the owners throw the shares on the market, other purchasers for them must be found either by the customer or the company. In such instances

The H. E. Lesan Advertising Agency

announces the opening
of a branch office in the

Hillsboro Hotel Building

TAMPA, FLORIDA

This action is taken to give closer and better service to our rapidly growing list of Florida clients, to make this same service available to other advertisers in the South, and to furnish another base from which to view conditions or to direct service for our clients elsewhere who have advertising interests in the southern section of the United States.

H. E. LESAN
ADVERTISING AGENCY
NEW YORK CHICAGO TAMPA

Wanted!

A man who can write like a Frank Irving Fletcher, with an appreciation of layout like a Calkins—and with views of advertising as sound as those of the editor of Printers' Ink. An Eastern Agency will pay the price. Address "C," Box 292, Printers' Ink.

the company loses the opportunity to sell treasury stock and, to that extent, is hindered in raising fresh capital. People are sometimes forced to part with their shares by circumstances over which they have no control, in which case, they should, if necessary, be assisted in marketing them. But there are others who dispose of their shares who would not do so if they had been properly advised beforehand. Unfounded rumors, lack of confidence in the safety of their investment, and ignorance of important facts regarding the company's affairs are often responsible for their action.

How to keep your customers so well satisfied with their investment that they will want to hold on to their shares as long as possible is therefore a problem that deserves serious consideration. One of the most practical methods that has been successfully employed in accomplishing this result is that of publicity. Do not be content with sending your customers copies of annual reports, which, because of their length or the unattractive

cut-and-dried form in which they are presented, are often never read. Let someone who knows how to write entertainingly and convincingly take the really vital and interesting facts and embody them in a one or two-page letter signed by the president or chairman of the board, and mail copies to all customer-owners. Nearly everyone who receives such a message will read it, if for no other reason than because it is addressed to him personally and bears the signature of the company's chief executive.

These annual reports should be supplemented by monthly bulletins giving live news about the company's affairs. They should tell of improvements being made in the service; of additions to the plant and extensions of lines into nearby districts; of new appliances that are being introduced to reduce household drudgery; of court decisions affecting public utilities; give accounts of balls, entertainments and picnics of employees; introduce the employees who come in contact with the public and tell

AGARD & COMPANY

NEWSPAPER AND MAGAZINE REPRESENTATIVES

360 NORTH MICHIGAN AVENUE
CHICAGO, ILLINOIS

NATIONAL ADVERTISING SERVICE TO THE PUBLISHER INTERESTED IN AN ORGANIZATION FAMILIAR WITH ALL THE PROBLEMS INCIDENT TO SECURING ADVERTISING SPACE IN LARGE VOLUME.

FIFTEEN YEARS' EXPERIENCE AND INTIMATE CONTACT WITH ADVERTISERS AND ADVERTISING AGENCIES FIT US TO REPRESENT NEWSPAPERS AND MAGAZINES OF MERIT DESIRING AGGRESSIVE PRESENTATION AND CORRESPONDING RESULTS.

WRITE DIRECT TO OUR CHICAGO OFFICE AND ASK US TO VISIT YOU.

NELSON AGARD.

A Business Man's Proposition

THE head of a successful sales organization, controlling ample capital and surrounded by associates of broad experience and capacity, is in position to entertain communications from either established enterprises or responsible individuals selling a practical and meritorious service, or manufacturing a single commodity of proven merit, either appropriate for nation-wide distribution, with limited competition.

Will also entertain a proposition of acquiring controlling interest in an established, profitable enterprise in good standing, selling such a service or commodity. No attention will be given promotions, fantastic schemes, or stock-selling propositions. What is desired is a BUSINESS MAN'S PROPOSITION.

Address
R. N. C.
167 East Ontario Street
Chicago, Ill.

Industrial Advertising Manager

A technically educated young man with an engineering and selling background wants a job with a manufacturer or agency. In his last connection as advertising manager of a five-million-dollar manufacturing company he had charge of publicity and much sales promotion work as well as advertising. Will welcome an interview at any time. Geographical location immaterial. Available at once.

Box No. 29, *Printers Ink*,
185 Madison Ave., N. Y. C.

what their duties are, etc. These news bulletins to a limited extent may be printed on the back of the monthly or quarterly earnings statements regularly sent to stockholders with dividend checks; or they may be published in the form of a company magazine or newspaper, or a single sheet broadside, copies of which are mailed to both employees and stockholders. You must decide which of these forms of publicity is best adapted to the community in which your company is located.

In concluding may I offer a few suggestions that may be of assistance to companies undertaking customer ownership campaigns?

If you do not follow the intensive campaign method I have described, but prefer the more leisurely way in which the effort put forth is constant, you will find it expedient to employ permanently regular salesmen. Pay them sufficient commissions to keep them interested in their work and ambitious to increase their earnings by larger sales. In America, two or three per cent is the usual commission allowed. Notify your employees that you will pay a certain amount for each name of possible prospects they may furnish the sales department. Hold meetings of salesmen from time to time at which helpful talks on the plans, policies and achievements of the company are given by the higher executives.

Unless your employees, as well as the president and other executives, are thoroughly convinced of the desirability of inviting customers to become partners in your company through the purchase of shares, your efforts will be far less productive than they otherwise would. Any task undertaken by an organization that has behind it the earnest support of its entire personnel, backed by the conviction that its accomplishment will benefit not only the company itself, but all who participate in it, is bound to be successful. There is an irresistible power in concentrated effort exercised in behalf of a just cause that breaks down all barriers and brings victory to those who seek it.

S. Q. Grady
Merchandising Counsellor
Announces
the opening of Offices
in the
Aeolian Building
31 West Forty-second Street
New York



New England Is an Ideal Territory for Intensive Cultivation

"There is a tendency on the part of the manufacturer and wholesaler to undertake distribution over larger territories than can be intensively and economically served. Where too extensive distribution has developed, accounts become scattered, selling costs, advertising, and transportation become extravagant and wasteful."

—from the *Government report on Marketing and Distribution*.

Dr. J. T. Dorrance, President of the Campbell Soup Co., recently said: "National advertising without complete distribution is a waste." It is being proved that the only logical method of covering the entire country is to develop the key markets individually.

New England is ideal for intensive cultivation. The entire territory is closely meshed. This enables you to cover the six states with a small sales force and at a low sales cost.

Here are the fifteen markets which give you complete coverage of New England (with the exception of Boston, which is a separate market by itself). You can cover all of them with the group of newspapers listed below. They are the leaders in each of their respective markets.

You will find that the cost of a campaign in these newspapers is comparatively low. You can cover these fifteen live markets at the same cost you would spend to capture a metropolitan market, which would be no greater in sales possibilities than these fifteen centers combined.

WORCESTER, MASS. **TELEGRAM GAZETTE**
Daily Circulation 86,049 A. B. C.
Population 193,666, with suburbs 350,000

PAWTUCKET, R. I., TIMES
Net Paid Circulation 25,711 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. **POST TELEGRAM**
Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CT., TIMES
Daily Circulation 45,229 A.B.C.—3c copy
Population 138,036, with suburbs 373,000

NEW HAVEN, CT., REGISTER
Daily and Sunday Cir. 40,106 P. O.
Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening)
Daily Cir. over 11,341 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

PORTLAND, ME., EXPRESS
Daily Circulation 27,792
Member A. B. C.
Population 69,169, with suburbs 75,000

BROCKTON, MASS., ENTERPRISE
Daily Circulation 22,393 P. O.—2c copy
Population 71,000, with suburbs 100,000

MERIDEN, CONN., RECORD
Net Paid Cir. 7,255 A. B. C.—3c copy
Population 37,739, with suburbs 60,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 12,693 A. B. C.
Member A. B. C.
Population 22,779, with suburbs 40,000

FITCHBURG, MASS., SENTINEL
Net Paid Circulation 11,410 P. O.
Member A. B. C.
Population 41,029, with suburbs 110,000

LYNN, MASS., ITEM
Daily Circulation 16,627 A.B.C.—3c copy
Population 99,198, with suburbs 125,000

NEW BEDFORD, MASS. **STANDARD MERCURY**
Daily Circulation 32,425 A.B.C.—2c copy
Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS
Daily Circulation 21,154 P. O.
Member A. B. C.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 64,783 A.B.C.—2c copy
Population 129,563, with suburbs 425,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

T. J. McHugh Heads V. Vivaudou, Inc.

Thomas J. McHugh, recently with George Borgfeldt & Company, importers, New York, has been elected president of V. Vivaudou, Inc., perfumes and toilet preparations, also of New York.

D. A. Schultz has been elected a director and member of the executive committee of the company.

Portland "Telegram" Appointments

A. M. Barman, local display advertising manager of the Portland, Oreg., *Telegram*, has been appointed general advertising manager of that newspaper succeeding A. O. Loomis, resigned.

J. F. Clement has been appointed national advertising manager.

Curtis Candy Account with Brandt Agency

The advertising account of the Curtis Candy Company, Chicago, maker of Baby Ruth candy bars, continues to be directed by the Brandt Advertising Company, of that city. It was erroneously reported last week that there had been a change in agency.

Mansfield, Ohio, "Journal" Appoints Representative

Bryant, Griffith & Brunson, Inc., publishers' representative, Chicago, has been appointed advertising representative of the Mansfield, Ohio, *Journal*, an evening newspaper which began publication in September.

Shelton Hotel Account for Foote & Morgan

The Hotel Shelton, New York, has placed its advertising account with Foote & Morgan, advertising agency of that city. Newspapers and magazines will be used.

Dairy Account for Keelor & Hall

The Keelor & Hall Company, Cincinnati, advertising agency, has obtained the advertising account of The French Bros.-Bauer Company, dairy products, of that city.

"American Legion Weekly" Appointment

Carroll J. Swan, publishers' representative, Boston, has been appointed New England representative of *The American Legion Weekly*.

Mabel Drouet Hill, until recently associated with Hill-Winsten, Inc., New York, has resumed free lance copy service in which she was engaged before joining Hill-Winsten. Her headquarters will be at New York.

Circulation Concentrated Where
You Want It

Portland, Maine

and its immediate trading zone (within approximately 25 miles) forms the most populous and prosperous merchandising area in Maine, wholesale and retail, and one of the best markets of its size in the United States.

IN THIS ZONE

the Evening Express

has, by far, the

Largest Circulation

of any daily paper

Its Portland circulation is equal to 15 out of every 16 homes.

"A Truly Remarkable Coverage"

Our Sunday Edition—

The Sunday Telegram

Has Largest Sunday Circulation
East of Boston

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

Solicitors

A high-grade, long-established national weekly, published by a house of the highest standing, has openings for two solicitors in the New York field. They must have successfully sold space for national consumer magazines and be acquainted in the Eastern territory. Letters should state qualifications and past connections, and give telephone number. Our men know of this advertisement. All correspondence will be confidential.

Address

"D," Box 293, Printers' Ink

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. **TELEPHONE:** ASHLAND 6500. **President and Secretary:** J. I. ROMER. **Vice-President:** R. W. LAWRENCE. **Treasurer:** DAVID MARCUS. **Sales Manager:** DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building. **DWIGHT H. EARLY**, Manager.

Atlanta Office: 704 Walton Building, **GEO. M. KOHN**, Manager.

St. Louis Office: Syndicate Trust Building, **A. D. MCKINNEY**, Manager.

San Francisco Office: 564 Market Street, **M. C. MOGENSEN**, Manager.

Canadian Office: Lumsden Bldg., Toronto, **H. M. TANDY**, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. **Foreign Postage**, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor

ROBERT W. PALMER, Managing Editor

JOHN ALLEN MURPHY, Associate Editor

ROY DICKINSON, Associate Editor

ALBERT E. HAASE, News Editor

EDITORIAL STAFF

C. B. Larrabee Roland Cole

E. B. Weiss Bernard A. Grimes

Ralph Rockafellow Thomas F. Walsh

James H. Collins, Special Contributor

Chicago: G. A. Nichols

D. M. Hubbard

Washington: James True

London: Thomas Russell

NEW YORK, OCTOBER 9, 1924

Mental Barriers Restrict Sales in proportion to the total number of calls.

But occasionally, these self-same executives overlook the application of the same principle to distributive methods. They fail to understand that volume increases as the number of distributors increases.

For ninety-eight years the Mallory Hat Company sold through a single outlet in New York City. Then, in 1921, a number of other New York retailers were permitted to distribute the Mallory line. The result was an immediate tenfold sales increase.

Take the jump from hats to high-priced automobiles, and simi-

lar conditions will be found. When the Pierce-Arrow Motor Car Company made cars selling only from \$5,250 up, certain of the smaller towns and cities were looked upon as closed territories. No efforts were made to secure distributors in these territories.

Recently, the company began production on a model selling for \$2,895 and up. Distributors for these lower-priced models were obtained in the former "closed" territories. Then the surprising thing happened. Although these towns have been opened only a very short time, sales of the higher-priced Pierce-Arrow are already being made.

It would be obviously ridiculous to assert that everyone would find it advisable to add to the total number of distributors. There are mighty few business principles which can be universally applied. Certainly this is not one of them. However, it is a fact that millions of dollars of business are lost annually because the would-be buyer could not make his purchase conveniently.

It will be said that most of this business could not be obtained profitably; that the cost of getting it would be far out of proportion to the price received. All this is only partially true. It depends entirely on the ingenuity exercised in devising plans for economically drumming up these neglected orders.

Pierce-Arrow really stumbled on its new high-priced market. The new models permitted the company to merchandise the cars selling at \$5,250 up at a smaller selling expense than might otherwise be the case. It was not definitely expected that increasing Pierce-Arrow points of sales contact, in this manner, would result in an increase of sales.

Surely, though, it isn't necessary to wait for an accident to open up these untouched sources of demand. There are plenty of sales policies and merchandising plans which will enable manufacturers to secure such business economically. The first thing to do is to refrain from artificially limiting the market. Once the mental

barriers to sales in these territories have been removed, methods of obtaining orders will not be found wanting.

**Frankness
In Public
Relations** It is said that James S. McCulloh owes his

recent elevation to the presidency of the New York Telephone Company to the fact that he believes in absolute frankness in dealing with the public. Following the war the company found itself the victim of a constantly rising tide of complaint about telephone service. At first the company tried to handle this situation by denying that the service was bad and by saying that if it was unsatisfactory in particular instances that telephone users were, themselves, responsible for it.

This attitude made the matter worse. A person who has been trying to get a number without success for some time can never be made to believe that he is responsible for the delay.

At this juncture Mr. McCulloh, who was then commercial vice-president of the company, took charge of public relations. He came out flat-footed in admitting that the telephone service was not good. He said, however, that it was as good as the company was able to give under the existing circumstances. He asked the public to be patient until the equipment could be enlarged and improved and explained through advertising how the public could help the company to make its service better.

This attitude immediately won the public's sympathy. Telephone subscribers admitted that the Government gave back the telephone system to its owners after the war in a depreciated condition and that it would take several years to build up the system to equal the growth in population and the increased demand for telephone service.

Mr. McCulloh's common sense in dealing with this crisis made him the logical man to head a public service corporation whose sole job it is to cater to and to

satisfy millions of customers. A public utility can win the confidence of its somewhat critical clientele in no way except through absolute frankness. If the public is given the exact facts, it can nearly always be depended on to be fair in its judgment.

Mr. McCulloh believes it is good policy to be frank not only with the public but also in dealing with legislators. A public utility cannot give satisfactory service to its community if it is harassed and restricted on every hand by legislative bodies. It is also true that where a utility or for that matter any other kind of business, gives the facts to the public about its expenses, earnings and the service demands expected of it, it is likely that this same public will see that its legislators treat the business fairly. The public wants good service. If its legislators make it difficult for businesses to give satisfactory service, the public is not going to be backward in letting itself be heard and in no uncertain terms either.

It is good policy, therefore, for any business to keep the public on its side. There is no better way to do this than by keeping customers frankly informed on all things about the company that in any way concern them.

**Hoover on
Radio
Advertising** Secretary of
Commerce Her-
bert Hoover ad-

dressed the third National Radio Conference in Washington a few days ago. He paid the young-giant industry a high compliment on its marvelous development. He pointed out that, in a few short years, sales of radio apparatus have increased from a million dollars a year to a million dollars a day, that more than 200,000 men are now employed in the industry and that the present radio audience probably exceeds twenty million people.

The secretary also stressed the obligation which rests on this new industry in broadcasting to "see that it is devoted to real service and to develop the material that is transmitted into that which is really worth while."

He uttered some words of warning in regard to the broadcasting station as an advertising medium which are worthy of careful attention. He said: "I believe that the quickest way to kill broadcasting would be to use it for direct advertising. The reader of the newspaper has an option whether he will read an advertisement or not, but if a speech by the President is to be used as the meat in a sandwich of two patent-medicine advertisements there will be no radio left."

The radio manufacturers are developing a wonderful industry. Their advertising is on a high plane. They are selling products of great value in widening the vision and improving the life of the nation.

The mistaken idea of some broadcasting stations in trying to make a speech by a public man or a great musical concert the meat in the sandwich between two thinly disguised advertising talks to boost the sales of olives or silverware or clocks or any other product is the only big obstacle to prevent a still greater development of a great and growing industry.

**Shall Price Be Adver-
tised?** Price is an im-
portant factor in any sale, yet

mention of price in the advertising is still conspicuous by its absence. Sales are lost in many ways when price is not mentioned either in periodical advertising or follow-up.

After having been impressed by advertising a woman goes to her decorator to order a certain material which can be used in her home. The first decorator she goes to quotes her a certain price. Another makes a price much cheaper than the previous man and tells her that he can buy the manufactured product at a better figure from the manufacturer and so save her money. The customer has no method of checking up, no means of comparing with a certain standard of measurement. She reads in a publication of a set of articles for the kitchen and writes to the manufacturer. She

is just then planning a new breakfast room. The manufacturer's follow-up shows a wonderful assortment of merchandise from which she may make a selection for the room, but nowhere does he give any indication as to whether the merchandise he wants to sell her is within reach of her pocketbook.

Some price advertising, of course, is meaningless. Failure to include war tax and the cost of needed accessories has made much of the advertising of motor-car makers confusing to the ultimate consumer. Other manufacturers recently have followed the example of the Rickenbacher Motor Company in advertising completely delivered prices. In other lines there is a tendency to tell the consumer what the product will cost. Towle silverware, made in Newburyport, Mass., is specific in its advertising. It announces to the fall hostess that a silverware set for six people may be had for as little as \$75 and that gift pieces may be secured for \$2.50 up. The Sessions Clock Company of Forestville, Conn., features three models in its current advertising with the price plainly marked below each one.

These are good examples. The only trouble is that they are the only advertisers who mention price in the current issue of a national publication containing more than 100 pages of advertising! Perhaps price advertising is not always most advisable. Yet the consumer to whom the advertising is presumably addressed will almost always advise that the price in the advertisement will increase favorable attention for it. Research among a number of consumers on the part of certain big manufacturers might open their eyes to the increased pulling power which would be given to their advertising if a price figure were mentioned.

Returns to Provo "Herald"

A. T. Harding, formerly associated with the business department of the Provo, Utah, *Herald*, has returned to that publication as advertising manager. He succeeds Samuel Leavitt.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.
Johns-Manville Incorporated
Western Electric Co.
American Chicle Company
The T. A. Snider Preserve Co.

"NOT HOW MUCH, BUT HOW WELL"



*The advertising of
S. Gumpert Co., Inc., is
handled by Rose-Martin, Inc.*

**S. Gumpert Co., Inc. individuals who
are readers of Printers' Ink and
Printers' Ink Monthly:**

NAME	TITLE	WEEKLY	MONTHLY
S. Gumpert	<i>President</i>	Yes	Yes
Jack Gumpert	<i>Vice-President</i>	"	"
D. W. Janover	<i>Secretary</i>	"	"
B. A. Toby	<i>General Manager</i>	"	No

Information furnished by S. Gumpert Co., Inc.

THE CLEVELAND METAL PRODUCTS CO.

"PRINTERS' INK is the one sales and advertising publication which all of our important Sales Executives insist upon getting regularly. Here are their names:

J. C. Wallace, *Vice-President*
F. A. Gabriel, *Sales Manager*
Norman E. Olds, *Advertising Manager*
E. R. Porch, *Cleveland District Manager*
J. H. Prindle, *Chicago Manager*
O. H. Larimer, *Kansas City Manager*
G. C. Davis, *Dallas District Manager*
A. H. Schubert, *St. Paul Manager*
R. S. Milligan, *Oakland District Manager*
L. B. Tuttle, *Sales Department*
H. D. Allen, *Advertising Production*

We can go on and tell you how keen our managers are for PRINTERS' INK, and how they always look forward to the receipt of the next issue. Occasionally they complain if they miss a copy, which proves that they are intensely interested.

Our entire organization consider PRINTERS' INK an exceptionally valuable publication for anyone interested in sales and advertising."

THE CLEVELAND METAL PRODUCTS
COMPANY,

Oct. 9, 1924

129,022 ABC
Weekly Average Net Paid
Six Months Ending June 30th
 ~ Publisher's Statement ~



Proof!
Lowest Agate Line Rate of All

A. B. C. RADIO MAGAZINES

TAKING the latest net paid circulation information furnished by the Audit Bureau of Circulations and the latest rate cards of the Radio Magazine publishers we find the following facts about advertising rates:

	Maxi- milline	Mini- milline
Magazine A . .	\$10.45	\$ 9.40
RADIO DIGEST	9.30	6.05
Magazine B . .	12.66	11.30
Magazine C . .	15.13	10.81
Magazine D . .	20.23	10.61
Magazine E . .	14.99	11.99

Fastest Growing Radio Magazine

OCTOBER MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES

(Exclusive of publishers' own advertising)

Standard Size

	Pages	Lines
Review of Reviews.....	133	29,904
Atlantic Monthly.....	117	26,233
World's Work	115	25,830
Scribner's	84	18,892
Harper's	83	18,734
Current Opinion	50	11,346
Century	43	9,800
Street & Smith Comb...	29	6,540
Everybody's	22	5,076
Bookman	22	4,943
Munsey's	19	4,311
Wide World	18	4,245
Our World	18	4,120
Blue Book	15	3,514
St. Nicholas	14	3,136

Flat Size

	Columns	Lines
American	322	46,077
True Story	260	37,180
Physical Culture	206	29,509
True Romances	194	27,874
Cosmopolitan	181	25,985
Red Book	181	25,901
Hearst's International...	166	23,859
Photoplay	155	22,278
American Boy	88	17,600
Motion Picture Magazine	108	15,536
Boys' Life	89	15,048
Sunset	95	13,652
Asia	91	13,104
Success	91	13,013
Elks Magazine	81	12,460
True Confessions	70	9,901
Picture Play	65	9,369
Macfadden Fiction-Lover's	54	7,779
Boys' Magazine	25	3,600

WOMEN'S MAGAZINES

	Columns	Lines
Vogue (2 issues).....	718	113,516
Harper's Bazar	515	86,597
Ladies' Home Journal...	505	85,974
Good Housekeeping	485	69,357
Pictorial Review	304	60,800
Woman's Home Comp...	333	56,475
McCall's	214	36,411
Delineator	185	31,531
Designer	167	28,436
Hollands	136	25,776
Modern Priscilla	132	22,525

Patent Office
Falls Behind
at the rate of
18,000 Patents
annually

This fact and the reasons for it were first presented by H. A. TOULMIN in the May 24th issue of *Forbes*.

The article was read at the White House. Action followed. A reprint giving you full information will be sent on request.

There is something you can do. Inform yourself and act.

1924 September issues
gained, in advertising,
44% over 1923, and 89%
over 1922—setting new
high record for September

FORBES

Member of A. B. C.

WALTER DREY, Vice-President
120 Fifth Avenue, New YorkWestern Manager
H. S. IRVING

Peoples Gas Bldg., Chicago

Financial Advertising Manager
EDWIN V. DANNENBERG
120 Fifth Ave., New YorkNew England Representatives
BURLINGAME & BURNS
Little Building, Boston*Note—October 15th issue breaks
advertising records.

Oct. 9, 1924

Registers Supremacy in NEW HAVEN

Connecticut's Largest City

Advertising Lineage
First 6 Months 1924

Register Leads

next nearest paper a total of
2,235,815 lines

**"Register" carried
788,358 lines more
local display**

"Register" also led them

**777,335 lines
National advertising
and
670,122 lines
classified advertising**

**N.B. These figures show the LEAD—
NOT the Total!
And cover only first Six Months—
NOT a full year!**

**"Register's" Circulation
more than double that of
any other New Haven paper.
More than 40,000 people
buy the "Register" every
night.**

**Largest Circulation in
Connecticut's Largest City**

New Haven Register

*The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago*

	Columns	Lines
Woman's World	111	19,000
People's Home Journal..	107	18,234
Farmer's Wife	74	14,574
Needlecraft	80	13,730
People's Popular Monthly	68	12,986
Fashionable Dress	71	12,156
The Household	63	12,075
Mother's-Home Life.....	57	10,012
Child Life	49	7,125
Today's Housewife	38	6,416
Mess. of Sacred Heart(pg.)	21	4,732

GENERAL AND CLASS

	Columns	Lines
House & Garden.....	501	79,188
Country Life	424	71,232
Town & Country (2 is.)	405	68,280
Vanity Fair	308	48,740
House Beautiful	302	47,835
Radio News	324	47,711
Popular Mechanics (pg.)	159	35,616
System	244	34,936
Popular Science Monthly	240	34,330
Normal Instructor	190	32,623
Arts & Decoration.....	175	29,526
Popular Radio (pg.).....	129	29,106
Nation's Business	176	25,885
Radio Broadcast (pg)...	108	24,312
Radio	161	23,730
Field & Stream.....	143	20,506
International Studio	131	18,739
Garden Magazine & Home Builder	112	17,348
Theatre	109	17,019
Scientific American	97	16,534
Science & Invention....	106	15,721
Outdoor Life	99	14,182
National Sportsman	92	13,271
Business	90	12,907
World Traveler	86	12,700
Outdoor Recreation	79	11,432
Motor Life	67	10,665
Forest & Stream	68	9,828
Rotarian	66	9,508
Association Men	55	7,814
Extension Magazine.....	41	7,117

CANADIAN MAGAZINES

	Columns	Lines
Maclean's (2 Sept. iss.)..	254	44,464
Canadian Home Journal..	160	28,058
West. Home Mo. (Sept.)	106	19,141
Rod & Gun in Canada...	77	11,115

SEPTEMBER WEEKLIES

September 1-7	Columns	Lines
Saturday Evening Post	470	79,931
American Weekly	69	19,051
Literary Digest	115	17,490
Forbes	65	9,968



The Wanamaker Auditorium, New York

This is **Physical Culture** **Health Week**

In New York City at the John Wanamaker Store every day this week 2,000 people will learn about PHYSICAL CULTURE.

A varied program of health talks, exercise demonstrations, dancing and music will be presented under the auspices of Bernarr Macfadden.

If you are in New York we shall welcome you to the Auditorium, but if you are not living in this city you may have an opportunity later to enjoy the benefits of Health Week entertainment and instruction, because sixty-one leading American cities will celebrate Physical Culture Week during the coming year with similar demonstrations.

Physical Culture

Oct. 9, 1924

	Columns	Lines		Columns	Lines
Collier's	49	8,356	Argosy-All-Story (pg.)	9	2,224
Radio Digest	32	5,953	American Legion Wkly	13	1,946
Christian Herald	24	4,162	New Republic	12	1,764
Argosy-All-Story (pg.)	17	4,022	Churchman	10	1,400
Life	28	4,019	Judge	6	871
Outlook	25	3,605	Totals for September	Columns	Lines
Youth's Companion ...	16	2,882	Saturday Evening Post	1,809	307,600
American Legion Wkly	13	1,926	Literary Digest	474	72,162
Judge	12	1,811	American Weekly ...	212	58,176
Churchman	11	1,637	Collier's	202	34,431
The Nation	9	1,365	Radio Digest	173	32,548
New Republic	5	846	Forbes	124	18,945
September 8-14	Columns	Lines	Outlook	124	17,780
Saturday Evening Post	518	88,175	Christian Herald	100	17,166
Literary Digest	139	21,278	Life	115	16,565
American Weekly ...	57	15,850	Argosy-All-Story (pg.)	49	11,097
Collier's	71	12,093	Youth's Companion ...	56	9,591
Radio Digest	49	9,283	The Nation	63	8,925
Christian Herald	27	4,618	American Legion Wkly	55	7,888
Life	30	4,491	Judge	54	7,731
Outlook	27	3,903	Churchman	42	5,979
Judge	15	2,259	New Republic	38	5,600
American Legion Wkly	15	2,191	Independent	23	3,350
Argosy-All-Story (pg)	9	2,187			
The Nation	14	1,995			
Youth's Companion ...	10	1,713			
New Republic	10	1,495			
Churchman	8	1,197			
Independent	2	294			
September 15-21	Columns	Lines			
Saturday Evening Post	460	78,301			
Literary Digest	134	20,434			
American Weekly ...	52	14,489			
Radio Digest	55	10,380			
Collier's	55	9,408			
Forbes	59	8,977			
Christian Herald	30	5,228			
Life	30	4,401			
Outlook	28	4,021			
The Nation	20	2,835			
Judge	19	2,790			
Argosy-All-Story (pg.)	11	2,664			
Youth's Companion ...	14	2,510			
American Legion Wkly	12	1,825			
Churchman	12	1,745			
New Republic	10	1,495			
September 22-30	Columns	Lines			
Saturday Evening Post	359	61,193			
Literary Digest	85	12,960			
American Weekly ...	32	8,786			
Radio Digest	37	6,932			
Outlook	43	6,251			
Collier's	26	4,574			
Life	25	3,654			
Christian Herald	18	3,158			
Independent	21	3,056			
The Nation	19	2,730			
Youth's Companion ...	14	2,486			
RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS					
				Columns	Lines
1. Vogue (2 issues) ...	718	113,516			
2. Harper's Bazar	515	86,597			
3. Ladies' Home Journal	505	85,974			
4. House & Garden....	501	79,188			
5. Country Life	424	71,232			
6. Good Housekeeping..	485	69,357			
7. Town & Country(2is.)	405	68,280			
8. Pictorial Review ...	304	60,800			
9. Woman's Home Comp.	333	56,475			
10. Vanity Fair	308	48,740			
11. House Beautiful ...	302	47,835			
12. Radio News	324	47,711			
13. American	322	46,077			
14. Maclean's (2 Sept. is.)	254	44,464			
15. True Story	260	37,180			
16. McCall's	214	36,411			
17. Pop. Mechanics (pg.)	159	35,616			
18. System	244	34,936			
19. Popular Science Mo..	240	34,330			
20. Normal Instructor ...	190	32,623			
21. Delineator	185	31,531			
22. Review of Revs. (pg.)	133	29,904			
23. Arts & Decoration...	175	29,526			
24. Physical Culture ...	206	29,509			
25. Popular Radio (pg.)...	129	29,106			

"Current Opinion" Appoints Detroit Manager

Harry S. Daniels has been appointed manager of the Detroit office of *Current Opinion*, New York. He formerly was with the Buick Motor Car Company as director of publicity.

Three-fold is the record of contemporary life.

Newspapers
Magazines
Books

Daily these three break upon us in tidal waves. No man is strong enough to breast this inundation unaided.

Current Opinion charts these inky seas and conducts a fascinating monthly voyage of discovery with navigating skill developed from 36 years of experience in following the course of human achievement.

Current Opinion is not *a* magazine; it is the best of *all* the magazines — *and* books and newspapers — selected, compressed and interpreted. It appeals to men and women whose time is valuable.

Advertisers find that their insertions in Current Opinion *pull*.

CURRENT OPINION

100,000 Net Paid Guaranteed

Eastern Advertising Manager

R. B. SCRIBNER
50 West 47th Street
New York, N. Y.

Western Advertising Manager

A. W. KOHLER
30 North Michigan Blvd.
Chicago, Ill.

**FOUR-YEAR RECORD OF OCTOBER
ADVERTISING
GENERAL MAGAZINES**

	1924	1923	1922	1921	Totals
American	46,077	50,215	37,918	29,542	163,752
Maclean's (2 Sept. issues)	44,464	40,074	39,228	35,600	159,366
Physical Culture	29,509	29,643	35,054	26,099	120,305
Review of Reviews	29,904	30,604	31,458	27,391	119,357
Red Book	25,901	31,995	30,793	26,598	115,287
Atlantic Monthly	26,233	27,711	26,373	24,486	104,803
World's Work	25,830	27,776	24,540	25,265	93,411
Cosopolitan	25,985	27,241	21,402	16,813	91,441
Photoplay	22,278	24,281	18,158	18,144	82,861
Harper's	18,734	21,229	20,555	19,393	79,911
Scribner's	18,892	20,944	19,012	16,744	75,592
Hearst's International	*23,859	*21,139	*11,957	8,608	65,563
Motion Picture Magazine	15,536	19,579	15,088	13,406	63,609
American Boy	17,600	15,378	15,969	12,593	61,540
Sunset	13,652	17,001	15,067	14,168	59,888
Century	9,800	18,592	12,152	15,153	55,697
†Macfadden's Fiction-Lover's	7,779	11,848	14,682	10,233	44,542
Boys' Life	15,048	10,677	9,026	7,386	42,137
Current Opinion	11,346	11,439	11,022	5,858	39,665
Boys' Magazine	3,600	6,220	5,760	5,755	21,335
Munsey's	4,311	4,928	4,018	4,368	17,625
Everybody's	5,076	5,064	4,091	2,915	17,146
McClure's	5	*7,493	*7,320	5	\$14,813
St. Nicholas	3,136	3,248	3,654	4,265	14,303
	444,550	484,319	434,297	370,783	1,733,949

*New size. †Formerly Metropolitan. \$Issue not published. ‡Two year total.

WOMEN'S MAGAZINES

	1924	1923	1922	1921	Totals
Vogue (2 issues)	113,516	114,968	93,943	90,646	413,073
Ladies' Home Journal	85,974	97,112	87,290	67,074	337,450
Harper's Bazaar	86,597	82,827	74,912	56,689	301,025
Good Housekeeping	69,357	67,503	53,823	38,138	228,821
Woman's Home Companion	56,475	57,702	52,420	37,048	203,645
Pictorial Review	60,800	59,052	52,572	30,103	202,527
McCall's	36,411	49,107	39,232	22,981	147,731
Delineator	31,531	31,000	29,561	26,806	118,898
†Designer & Woman's Mag.	28,436	25,477	25,275	20,283	99,471
Modern Priscilla	22,525	23,256	27,650	22,365	95,796
People's Home Journal	18,234	18,020	20,240	14,110	70,604
Woman's World	19,000	17,706	18,950	13,961	69,617
People's Popular Monthly	12,980	17,330	11,142	8,986	50,444
Needlecraft	13,730	11,333	11,560	8,786	45,409
Mother's Home Life	*10,012	*10,520	*6,436	6,032	33,000
Today's Housewife	*6,416	*7,286	7,313	6,764	27,779
	672,000	690,199	612,319	470,772	2,445,290

	1924	1923	1922	1921	Totals
*New size. †Two magazines now combined	672,000	690,199	612,319	470,772	2,445,290
		CLASS MAGAZINES			
House & Garden	79,188	82,034	62,019	37,383	260,624
Town & Country (2 issues)	68,280	66,038	56,607	*49,665	240,590
Country Life	71,232	43,344	40,824	33,768	189,168
Vanity Fair	48,740	50,343	37,270	33,005	169,358
Popular Mechanics	35,616	34,496	34,999	35,770	140,881
House Beautiful	47,835	35,462	29,864	21,247	134,408
System	34,936	31,255	30,827	33,560	130,578
Popular Science Monthly	34,330	28,064	24,071	15,903	102,368
Field & Stream	20,506	23,309	18,732	18,708	81,255
Nation's Business	25,885	20,812	14,465	12,201	73,363
Science & Invention	15,721	15,495	18,722	17,838	67,776
Theatre	17,019	19,118	14,552	15,578	66,267
National Sportsman	13,271	14,815	14,973	11,597	54,656
Outdoor Life	14,182	13,876	11,857	11,019	50,934
Scientific American	*16,534	*16,137	*12,264	*4,957	49,892
†Outdoor Recreation	11,432	12,165	12,633	12,890	49,120
Forest & Stream	9,828	10,491	9,258	8,380	37,957
	564,535	517,254	443,937	373,469	1,899,195

*New size. †Three weekly issues. ‡Name changed.

WEEKLIES (Four September issues)

	1924	1923	1922	1921	Totals
Saturday Evening Post	307,600	\$328,371	\$274,281	172,094	1,082,346
Literary Digest	72,162	\$74,225	\$71,732	52,631	270,750
American Weekly	58,176	\$78,726	44,007	39,594	220,503
Collier's	34,431	\$22,880	\$17,918	12,055	87,284
Outlook	17,780	19,168	18,152	18,212	73,312
Life	16,565	19,517	\$18,745	\$16,247	71,074
Christian Herald	17,166	\$16,466	\$20,579	15,975	70,186
Judge	7,731	\$12,351	\$11,653	3,778	35,513
	531,611	571,704	477,067	330,586	1,910,968
GRAND TOTALS	2,212,696	2,263,476	1,967,620	1,545,610	7,989,402

†Five issues.

The print orders of the November issues of the ten Macfadden Magazines amount to

4,285,000 copies

This makes the Macfadden publications one of the greatest single groups of magazines in America.

MACFADDEN PUBLICATIONS, Inc.

Macfadden Building, New York City

*True Story
Physical Culture
True Romances*

*Macfadden Fiction Lovers
True Detective Mysteries
Dance Lovers*

*Movie Weekly
Dream World
Muscle Builder*

RADIO STORIES, first issue October

The Little Schoolmaster's Classroom

JOSEPH W. MOON, who founded the Moon Motor Company, once manufactured buggies. Back in that distant day Mr. Moon knew enough about business to put into effect a selling principle not too closely observed and practiced in this enlightened generation.

When Mr. Moon had manufactured a certain number of buggies he loaded them on a freight car consigned to, say, some central point in Texas. When they were unloaded he was on hand. With him were horses, in a number equalling the buggies. He bought those horses in Texas and he sold them in Texas, at a profit, while he was selling buggies.

Here then is a little lesson on the principle of related selling that always sent Joseph W. Moon back to St. Louis with two profits.

For anyone interested in a more modern application of this lesson the Schoolmaster suggests a re-reading of an article on the reason why the Royal Baking Powder Company added and is heavily advertising Royal Gelatine desserts that appeared on page 10 of *PRINTERS' INK* of September 11, 1924.

* * *

We now have the railroads as the latest contenders for the favor of the fair sex. The other day the Chicago & Alton announced a new daylight train making the run between Chicago and St. Louis in six and a half hours. And among other inducements, to quote from one of the advertisements, the Alton offers:

"Spacious apartments for ladies. Tea rooms, Japanese maids in Oriental costume. Women's lounge and smoking room. Observation room and platform. Luncheonette and fountain refreshments. Writing rooms. Telephone service."

Not to be outdone, the Illinois Central also put on a six and a half hour daylight train to St.

Louis and addressed itself to the ladies thus:

"This is the train with the popular library-lounge, in which is provided a room twenty-four feet long exclusively for women's comfort, where they may enjoy the freedom offered in their home or club; writing desk, tasty, commodious chairs, sofa, chaise lounge in pleasing colors of tapestry and velour. Afternoon tea of course."

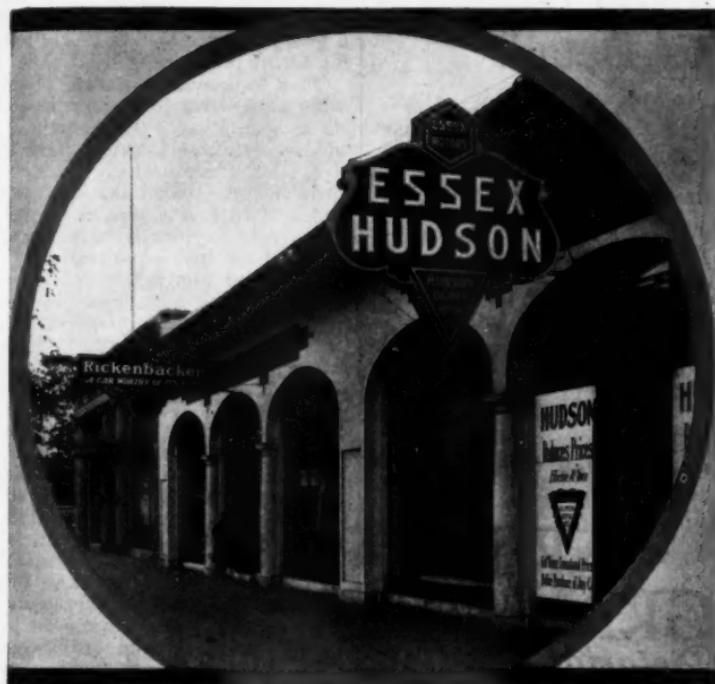
The advertisements have a really deep merchandising significance which is fairly indicative of selling in general and also marks a decided improvement over the ruinous price-cutting methods prevailing in the "good old days."

Producers and sellers of a great number of necessities and luxuries, including transportation, are showing a most decided disposition to wage their contests on the basis of quality and service rather than on price. This presupposes that price, to begin with, is at a minimum figure. That provided for, the next step is a continuous march forward toward perfecting the product and performing the utmost in service.

It cheers the Schoolmaster to see the way these Western railroads are going after business. There might possibly be such a thing as wasteful competition in the way of quality and service. But ordinary business prudence may be relied upon to take care of this, which it cannot always do in reckless price competition.

* * *

There is a sure 'nough silver lining to some of the petty hardships of selling. One of the members of the Class has convinced himself of this during the last few weeks. He works on commission out of a branch office of a manufacturer of household appliances. For six weeks this summer he averaged three sales a week which, according to tradition, is looked on as a fair record during the warmer months. One



NATIONAL ADVERTISING Brought "Down to Earth"

NOT the least of troubles for a national advertiser is focusing consumer buying acceptance on to the advertiser's local distributing outlets—for a chance to cash in on advertising expenditure.

Is any form of "local" advertising more likely to secure cash-in than outside local-store or branch display?

To test this effective yet surprisingly economical form of bringing national advertising down to earth need cost you comparatively little—we have a try-out plan devised for those who would be shown.

Willys-Knight, Florsheim, Western Union, Victrola, Gulf Refining Co., and others are using Flexlume Electric Signs with astonishing results. Let us send you the interesting facts—write.

FLEXLUME CORPORATION
BUFFALO, N. Y.

1040 Military Road

32 Eastern Ave., Toronto, Ont.

Phone: "Flexlume" Offices → All Principal Cities

Brings Out the Details

A PRINTED picture must show the details of the merchandise.

Artgravure reproduces details faithfully and the results of its use have been greater sales.

Send for our Booklet

ART GRAVURE CORPORATION

**ART
GRAVURE**
Pictorial Printing

NEW YORK CLEVELAND
406 WEST 31ST. PLAIN DEALER BLDG.

A BANKING HOUSE dealing largely in foreign securities requires a clever writer of circular letters. Must also be able to produce attractive copy and layouts for printed circular matter.

PETER WHITNEY
Maryland Trust Building
Baltimore, Md.

Get It FREE!
**"In the
Public Eye"**
A booklet on Movie Advertising
STANDARD SLIDE CORP., 209 WEST 48ST, N.Y.C.

day Hard Luck gum-shoed up behind him and figuratively bent a lead pipe over his head. He lost his list of prospects!

This salesman did just about what most normal salesmen would do in such a case. He commiserated with himself, called himself a lot of names which can't be printed and decided that an even break of luck was something that he never got. Finally he began to think about his commissions.

That sent him out in his territory to see what he could do, prospect list or no prospect list. He forgot all about those families who had said "No" and called on all of them just as if he were a new man in that territory making his first calls. He forgot the weather, too, because there wasn't much time to waste on that topic. During the first week he made six sales working without any list of prospects.

One of the first requirements of the company that employs this salesman is that its representatives catalogue their territories by listing and grading prospects. That rule works out well. Any rule that brings to a man a greater, clearer knowledge of his selling opportunities is good; but even the best of rules can be broken at times. It pays to abandon the cut-and-dried method occasionally and to make a fresh attempt to sell the man who refused to buy some time ago. Buyers sometimes say "No" to a salesman and forthwith proceed to become interested and sell themselves on the product or service. Every salesman knows that, but few salesmen utilize that knowledge. Perhaps there is more than a scattering of salesmen who would be better off for "losing" their prospect lists temporarily. The silver lining to such a loss ought to be new purchasers whose existence was never suspected, the development of occasional buyers into real accounts and an all-round toning up of territories.

* * *

The Hills Brothers Company has developed a genuinely interesting idea as a solution to a problem which exists in many ad-



Straus Bldg., Chicago

THE Building Planning Committee of the National Association of Building Owners and Managers in conference with architects and Straus representatives when the new Straus Building was being planned in Chicago.

Building Manager's Influence

This conference is just one of many in which architects advise with experienced building owners and managers in planning and selecting materials and equipment for new office, loft, apartment buildings and apartment hotels.

From left to right, standing: R. F. Thompson, of Graham, Anderson, Probst & White, archts., Chicago; J. G. Morgan and W. H. Ballard, managing many large buildings in Boston; M. S. Halliday, Union Trust Bldg., Cleveland; O. C. Foster, of S. W. Straus & Co., Chicago; L. J. Sheridan, Chairman Building Committee, S. W. Straus & Co., Chicago; Col. Gordon Strong, owner and manager Republic Bldg., Chicago; Lewis P. Ermeling, secretary Natl. Asso. Building Owners and Managers, Chicago; Earle Shultz, manager Edison Bldg., Chicago, and president Natl. Asso. Building Owners and Managers. Sitting: C. T. Coley, operating manager Equitable Bldg., New York; B. K. Read, with Gordon Strong & Co., Chicago; Edw. Probst, of Graham, Anderson, Probst & White, archts., Chicago; Wm. M. MacLachlan, manager Penobscot Bldg., Detroit; Louis T. Clark, manager of Straus Bldg., Chicago.

Are these building managers recommending your products? You can talk to the building owners and managers of the country every two weeks through their only business paper, **BUILDINGS AND BUILDING MANAGEMENT**.



PORTER-LANGTRY CO., Publishers

Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.

Oct. 9, 1924

BINDERS FOR PRINTERS' INK

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

Printers' Ink Publishing Co.
185 Madison Ave. New York

vertising departments. This concern, like numerous others, has service men who call on retailers for the purpose of installing window displays and serving the retailer in every way possible. It is the common experience that these men could install many more displays were it not for the fact that very often they are forced to wait while a window is being cleared.

As a solution to this difficulty the Hills Brothers' service men use an adaptation of the salesman's advance card. These contain a little message requesting the dealer to have his window clear and ready for installation of a Dromedary display at a specific hour on a specific day. This results in the saving of a considerable amount of time when the dealer is induced to act upon the suggestion. The company informs us that the cards actually do have this effect.

* * *

When the Postmaster General announced daily air mail schedules between New York and California, Wm. B. Joyce, chairman of the National Surety Company, directed his agents to utilize air mail service as frequently as possible.

For the purpose of identifying air mail, the company originated two special letterheads and a special envelope. Across the tops of the lettersheets, instead of the

American Lumberman

Published in CHICAGO

Member
A. B. C.

**READ wherever
Lumber
is cut or sold.**

CANADIAN ADVERTISING
CALL IN
SMITH, DENNE & MOORE
LIMITED.
TORONTO Lumaden Bldg... MONTREAL 275 Craig St.W

**COLOR,
PERMANENCE AND
ECONOMY**

PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Bulletins
in 137 cities and
towns of Northern N.E.
IN THE KIMBALL SYSTEM.
LOWELL - MASS.

Now I'm ready for work again

Fourteen years' steady grind in advertising work entitled me to a long vacation, so I took six months to see something of America, France and Great Britain.

Now I'm ready for business again, with a broadened viewpoint, a freshened mentality, and renewed energy to tackle a tough job as

Sales and Advertising Manager

The reason I say a tough job is that the following experience has fitted me to solve 'most any selling problem that's made:

- as a salesman, I sold from house to house, in retail stores and to merchants and manufacturers;
- as manager of an engraving firm, acquired a practical knowledge of engraving and commercial art;
- as district manager of the Street Railways Advertising Company handled sales and service;
- as head of a large printer's service department, created direct-mail campaigns and gained a thorough knowledge of paper, typography, presswork;
- then, as Advertising Manager of the largest machinery house on the Pacific Coast, handled catalog compiling, magazine and direct-mail advertising, and supervised a private printing plant;
- and, finally, establishing an office as Advertising Counsel, successfully planned, produced and directed the work of over thirty clients in the last three years—from local retail and direct-mail advertising to a \$200,000 national campaign.

I am thirty-five, single, in excellent health, a hard-working executive, and above all, practical.

The opening I seek should offer possibilities of from \$8000 to \$10,000 a year, not necessarily at the start, but as soon as my ability is proved.

My services will prove an investment to a progressive manufacturer having, or planning, national distribution.

The location is immaterial—the opportunity is all I seek.

Now in New York. For full business history or interview, address "K," Box 146, care of PRINTERS' INK.

Perhaps some Agency knows where an agency experienced man would make a better connecting link with an important client.

Or, a large printer may be anxious to furnish merchandising counsel and advertising service to his customers.

HUNDREDS STAND IN LINE IN PHILADELPHIA TO BUY THE SUNDAY TRANSCRIPT. THIS IS NOT TRUE AS TO ANY OTHER PUBLICATION ON EARTH. NEVER SOLICITED AN ADVERTISEMENT IN SEVENTY-FIVE YEARS.

**MULTIGRAPH RIBBONS
RE-INKED**



Our process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

Send 2 Ribbons to be Re-Inked at our expense

W. SCOTT INGRAM, Inc.
Dept. B, 67 West Broadway, New York City

Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers. National, State and Local—Individuals, Professions, Business Concerns.

99% GUARANTEED 5¢ each
by refund of

ROSS-Gould Co. 547 N. 10th St. St. Louis



Howell Cuts 

for house or organs
direct mail and
other advertising

ask for prices
Charles E. Howell • Fisk Building • New York

The Daily FOOD MAGAZINE

Trade Mark Applied For

The Only English-Yiddish Daily of Its Kind in America Covering the Entire Jewish Food Trade.

132 Nassau Street, New York City

Tel. Beekman 4660-4661

"GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited. Advertising Agents

MONTREAL

WINNIPEG

usual insignia, are printed outline maps of the northern part of the United States, with the route of the air mails designated. On this map is imposed a picture of an airplane. On letterheads used by the home office the plane is flying westward. On those used by field men the plane is flying eastward. The envelope carries a picture of a red, white and blue air mail box, a two-color representation of an airplane and the words, in red, "Air Mail Service."

In originating the letterheads the company has taken a step to eliminate possible confusion and to assure itself that air mail letters will be sent through the proper channels. It has found that agents located 500 miles north or south of the air mail line are thus put within twenty-four hours communication with the home office. Such a saving of time is worth the extra effort represented by the special letterheads and envelope.

The Schoolmaster has long been of the opinion that "friendly stuff," in the form of package inserts and thumb-nail booklets, does much to build good-will for the product when it gets into the consumer's home. It would seem that this idea of packing personality with all sorts of products is spreading rapidly, if a little slip which was packed in the School-

24

An Advertising Agency Seeks a Copywriter *for a* **\$500,000.00** Newspaper Advertising Account

THE product to be advertised is an established, universally distributed product of general consumption selling at a popular price in a relatively non-competitive field.

An opportunity, probably unexcelled in the history of advertising, awaits that man or woman, who by training, experience and proven success, can qualify for the task of writing a series of real selling copy advertisements.

Ability to direct or personally prepare visualizations of copy, layout and art treatment is desirable but not essential.

The salary will be amply commensurate with the task involved. Applications for this position must contain a brief outline of successful copy writing experience. Assurance is given that all information supplied will be held in strict confidence.

"Y," Box 291, Printers' Ink.

P. S. The skillful copy writer we seek may be competent to do a fair job for us without giving up any copy writing he may be doing now, as a Free Lance or otherwise.

Advertising and Marketing Executive Available

Man, early thirties, now and for last five years associated with world leaders (concern and product) in advertising and sales work, seeks new connection with a less pretentious organization marketing a good product. This fellow is of the substantial, non-bunk type and is possessed of a splendid background of advertising and sales experience. An organization which is "coming on" will make a good decision by getting in communication with him through "A," Box 290, care of Printers' Ink.

Mail Order and Direct Mail Copy Specialist can handle

a little more spare-time work. Now employed by leading agency. His advertising copy, booklets, circular letters, have sold millions of dollars' worth of goods for over fifty widely varied accounts. Address "W.," Box 148, Printers' Ink

Half Interest In Agency FOR SALE \$1500

Small Agency, incorporated, 4 years old. In Middle West needs partner who is REAL salesman and experienced in Agency work. \$500 for the good will and \$1000 which will be placed in Agency fund. No debts. Send your picture, samples of work and full details to "R," Box 145, Printers' Ink.

National Miller

Established 1895

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field. 630 W. Jackson Blvd., Chicago

master's laundry a few days ago is any indication.

Neatly pinned on top of the socks, handkerchiefs and what not was this message: "The wearing apparel in this package was inspected by Miss Masters. She and the two young ladies who assisted her in ironing your clothing hope you are pleased with their conscientious efforts. If you should find any piece which fails to meet your approval please return it to the general manager by our driver with this printed slip attached."

Medicinal Accounts for Harry C. Phibbs

The Hille Laboratories, Chicago, maker of Lunosol, and the Colloidal Laboratories, Philadelphia, have appointed Harry C. Phibbs, advertising agent, Chicago, to direct their advertising. Medical and drug magazines will be used for these accounts.

Publications Appoint Cincinnati Representative

Samuel H. Jaffee, publishers' representative, Cincinnati, has been appointed advertising representative of *Commissary Manager* in Ohio and Kentucky. He has also been appointed Ohio representative of *The Kwanis Magazine*.

Canadian Poster Campaign for Bi-tex Hosiery

The Allen Silk Mills, Toronto, Ont., have just commenced a poster campaign in Canada. Bi-Tex hosiery which is manufactured by these mills is the featured product.

Joins Boston Agency

William F. Almy, formerly with the Jordan Marsh Company, Boston, has joined the Daniel E. Paris Advertising Agency, Boston, as an account executive.

LETTERING and DECORATION
RALPH E. DEININGER LACK'NA
ADVERTISING DESIGNER 4 7 9

"THE DEALER PAPER OF THE BUILDING FIELD"
BUILDING SUPPLY NEWS CHICAGO
ABC AND ABB

Classified Advertisements

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used

Printers' Complete Outfitters

Conner, Fendler & Co., New York City

Interest in well-established fully recognized advertising agency; most advantageous opportunity for man with certain volume of business and moderate amount of capital. Box 687, Printers' Ink.

JINGLES, POEMS, PARODIES, Slo-gans, Stunts, etc. Ideas furnished and finished. Advertisers, agencies, editors, salesmen, ask for proof. "C. L. A." Box 431, Oelwein, Iowa.

MANUFACTURERS

Do you desire increased distribution in the Rocky Mountain territory? Have large following in drug and grocery trade, but can sell any line of merit. Desire to represent several manufacturers whose lines do not conflict. Strictly commission. Address Box 689, Printers' Ink.

PARTNER WANTED

A printer in Chicago to take a Printer's Interest in Syndicated Advertising Publication Monthly magazine. Third interest given in return for financing promotion and two salaries. Pay big second month. Partners: Editor and one other sells syndicate and advertising. Syndicate partly formed. Reply for interview. Estimated cost under \$2000. Box 668, P. I.

FOR SALE

Because of change in systems, will dispose at very low cost: Addressograph Equipment—Complete outfit for Mailing or Publicity work. 27 Steel Cabinets—18-tray capacity. 546 Trays for above. 70,000 Model B Frames (shifting tab). 2 U.G. Graphotypes (power). 2 3-A Automatic Addressographs, for envelopes. 3 F-1 B Addressographs. Lot of spare parts and accessories for above. All equipment in perfect running order. 110-Volt D.C. Motors on all machines. FAIRCHILD PRESS, INC. 8 East 13th Street, New York City

HELP WANTED

ARTIST for color and black-and-white illustrations. Must be experienced letterer. State age, experience and salary. Box 667, Printers' Ink.

Lettering and Design Man

A fellow with a good eye for layout, who can letter, too. Agency experience desirable. Send samples and idea of salary. Address Box 666, Printers' Ink.

COMPETENT advertising solicitor desired; take full charge New York community weekly (one of chain). Opportunity, identity, name at masthead. Co-operative Syndicate, 391 E. 149th St., New York.

Printing Estimator

Young man to estimate Booklets, Catalogs, etc., and follow up orders. Splendid opportunity for advancement. Application held in strict confidence. Thos. B. Brooks, Inc., 216 W. 18th St., N. Y.

Wanted: An Artist

A high-class layout man, who can finish work in dry brush or pen and ink if necessary, by a studio in a large Middle West city. State salary desired and send samples which will be returned promptly, and an interview arranged. Box 669, P. I.

ARTIST

I want to get in touch with a young artist who can do "spots" in pen and ink for newspaper reproduction. Subjects are chiefly women's heads. If you have already "arrived" do not answer this ad. If you are a genuine comer send samples of your work to L. H. Meyer, 1101 Flatiron Building, New York City.

SOLICITOR—TECHNICAL PAPER

Promising territory centering about Cleveland is open for representation of a monthly with national circulation. Two years' efficient work should give representative there a very substantial living—twice that time an income worth "staying with." Advance against commissions or straight commission. Box 660, Printers' Ink.

A Mid-Western agricultural publisher is looking for an advertising solicitor between twenty-five and thirty-five years old. Previous advertising soliciting experience is not absolutely necessary if the applicant can show a successful sales record. This is a rare opportunity for an ambitious, hard-working young man to secure more than a mere salary. Give age, previous connections, education and salary received at present. Address Box 690, care of Printers' Ink.

A High Grade Salesman Wanted

To the man whose past selling record proves he is a business-getter, a famous Manufacturer offers the opportunity of joining one of America's highest-earning sales forces. Specify age, religion, education and detailed sales experience. All replies kept confidential. Personal interview arranged later. Box 663, Printers' Ink.

Advertising Agency Solicitors
placing New York City retail accounts are offered an opportunity to increase their earnings without interfering with their present connections. Phone for appointment Bryant 4057, Mr. Kingsley.

ADVERTISING MAN WANTED
Company selling Technical products contemplates moving advertising department from Chicago to California. Position open for experienced advertising man familiar with all mechanical angles of advertising.

Direct-mail experience will be an asset. If possible, submit samples of work, mentioning experience, present location, salary desired and when available. Box 664 Printers' Ink.

Printing Salesman

One who has demonstrated to his own satisfaction that he can make money for himself and his firm.

This is a catalogue and publication house in the New York field, but not located in the city and not now represented.

Please give record, business expectation and basis of compensation.

Box 679, Printers' Ink.

MISCELLANEOUS

SPACE FOR RENT

500 square feet of desirable, light, airy space in the Finch Building, 318 West 39th Street. Suitable for light manufacturing or any industry allied to Printing. Reasonable rent.

BEACON PRESS, INC.
LACKAWANNA 2776

POSITIONS WANTED

Advertising Salesman wants connection with reliable house. Fourteen years' experience. Age, 35; married; Gentle. Have sold newspaper space, signs, novelties, lithographing. Box 672, P. I.

Well-educated young woman with five years' experience in business, advertising, publicity, literary revision and expert secretaryship wishes position with a New York organization. Box 688, P. I.

ADVERTISING ASSISTANT
for a one-man agency. I know the "ropes." Salary to start secondary to opportunity. And I'll help to make the opportunity. Box 674, Printers' Ink.

ADVERTISING MAN AVAILABLE
My seven years' experience includes agency, newspaper and department-store work. Creative, forceful writer. Successful record. Married; age 29. Box 675, P. I.

NEW YORK ADVERTISING WRITER

Eight years copy chief of large agencies. Box 661, Printers' Ink.

N. Y. Copy "Star"

Ex-Adv. Dir. big corporations and agency executive now available to adv. agencies and manfrs. for special work—basic ideas, plans, copy, counsel. Superlative service. 18-yr. background. Fee basis. Very highest voluntary endorsements. Box 670, P. I.

Department Executive—nine years' varied business experience, excellent correspondent, handles details with ease and accuracy, obtains results—desires position. \$3000. Box 677, Printers' Ink.

For a Manufacturer—Advertising man and sales secretary; sound planner; writes creditable copy and house-organ; makes pertinent rough layouts. A successful, economical business-getter. Reasonable salary. Box 671, Printers' Ink.

Advertising woman, executive experience; familiar every branch of business; both as advertising manager and agency account executive; interested in national distribution, promotional work, or other high-calibre position. Box 686, P. I.

ASSISTANT OR SECRETARY TO AGENCY EXECUTIVE

Young man, 25, eager to make advertising his life work, will prove valuable assistant or secretary to busy agency executive. Box 683, Printers' Ink.

ADVERTISING and PUBLICITY MAN desires connection. Eight years' experience, Europe and America. Snappy writer of copy and sales letters. Original ideas, creative ability. Ex. manager, so able to take full charge. Best references. Box 673, Printers' Ink.

Space Salesman—with seasoned experience of solicitor, branch office manager, advertising manager, or leading publications general and trade fields—open for engagement. Wide acquaintance New York and Eastern accounts and agencies. Reliable, aggressive worker; best references. Box 682, Printers' Ink.

ADVERTISING MANAGER
Thoroughly experienced advertising man desires position with some live daily newspaper as advertising manager. Present connected with daily of 6,000 as advertising manager. Consistent record of producing with large dailies. 30 years of age, university man, good appearance. Address Box 659, Printers' Ink.

SUCCESSFUL CLASS or TRADE

MANAGER-PUBLISHER
will manage or take over unsatisfactory journal on profit-sharing basis.

Box 676 Printers' Ink

Sell Farmers?

Correspondent with manufacturer selling through dealers to farmers or direct. Capable of reflecting friendliness in just routine. Has developed successful promotion plan with letters that will adapt itself to most any product. Thirty. Good experience. Box 681, Printers' Ink.

ADVERTISING MANAGEMENT SALES PROMOTION

SALES ENGINEERING

Whether one or all three functions are to be covered, my work will be profitable to the manufacturer. An aggressive executive, adaptable to requirements and undefeated by difficulties. Box 678, Printers' Ink.

WE CONNECT THE WIRES

TELL US about that vacant position and let us tell you about the man who is ready and fit to fill it.

We operate as an employment bureau exclusively in the advertising and publishing field. No charge to employers.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

To the Agency Seeking New Fields
Trade-journal man, ten years' successful experience as editor and advertising solicitor, seeks an opportunity to connect with an agency with the express purpose of specializing in two fields. Thorough knowledge of fields from every angle. Wide acquaintance with manufacturers and able to take definite ideas to them for advertising and merchandising. New York preferred. Address Box 665, P. I.

SOMEONE CAN USE ME

American. Twenty-nine years of age. Over three years in charge of Sales Promotion of a division of one of the country's largest advertisers. Handled national magazine, newspaper, direct-mail advertising, as well as all other work coming under sales promotion. Planned full campaigns, wrote copy and saw them carried through. Want to start at a fair salary, but opportunity to grow, based on services rendered, greatest consideration. Some advertiser or an agency can use me. Box 662, Printers' Ink.

CHANCE WANTED

Sales experience from salesman to salesmanager—have sold raw material to manufacturer, manufactured article to jobber and retailer. Experience in executive sales work, sales promotion, advertising.

Operating, buying and credit experience gained in management of two plants.

American. Married. Christian.

Age 37. Technical University graduate.

Have you an opening where this broad experience, coupled with ability and hard work, can produce results to our mutual benefit.

Address "H.," Box 680, care of Printers' Ink.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF PRINTERS' INK, PUBLISHED WEEKLY AT NEW YORK, N. Y., FOR OCTOBER 1, 1924.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss.:

Before me, a Notary Public in and for the State and county aforesaid, personally appeared John Irving Romer, who, having been duly sworn according to law, deposes and says that he is the editor of PRINTERS' INK and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Printers' Ink Publishing Co., 185 Madison Ave., New York, N. Y.; Editor, John Irving Romer, 185 Madison Ave., New York, N. Y.; Managing Editor, R. W. Palmer, 185 Madison Ave., New York, N. Y.; Business Manager, David Marcus, 185 Madison Ave., New York, N. Y.

2. That the owners are: Printers' Ink Publishing Co., 185 Madison Ave., New York, N. Y.; John Irving Romer, 185 Madison Ave., New York, N. Y.; K. N. Romer, 185 Madison Ave., New York, N. Y.; Richard W. Lawrence, 185 Madison Ave., New York, N. Y.; R. E. Lawrence, 185 Madison Ave., New York, N. Y.; Irving Bank-Columbia Trust Company, Trustees for A. N. Romer and John Irving Romer, Jr., 358 Fifth Ave., New York, N. Y.

3. That the known bondholders, mortgages and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

JOHN IRVING ROMER, Editor.

Sworn to and subscribed before me this 1st day of October, 1924.

MABEL J. JORDON,
Notary Public, No. 167, New York County.
(My commission expires December 23, 1924.)

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BOSTON

—a study in perspectives



SPREAD out your map and look at Greater Boston. There, cradled by Massachusetts Bay, is the third greatest buying community in America. Two and one-half million consumers in a compact area. A rich market indeed.

As Boston lies spread out there on your desk, you see a community that resembles every other city. A little world of similar criss-cross streets with a familiar constellation of suburbs. A picture faithful enough for the map-maker's eye—but fatal as an advertising perspective.

For Boston is truly a *different* town. It is a divided city. In Boston, as in no other community, your market is sharply separated into two great groups.

This division is not one of class and mass. Neither is it a separation of rich and poor. Rather, it is a grouping brought about by tradition and custom—a separation in thought, habit and preferences without regard to rank or station.

Nowhere is this Boston situation revealed more strikingly than in the circulations of Boston newspapers. Three of the major Boston dailies serve only one group of Boston's population. Covering the other great group is the Herald-Traveler. Only through the Herald-Traveler can you cover this most important and responsive section of the Boston market.

Seen in its true perspective, Boston's merchandising problem is merely one of correct coverage. Once you realize that through the Herald-Traveler you have an exclusive approach to a vast Boston audience, half your advertising difficulties are cleared away.

"Business Boston" and "Mistress Boston Goes to School" are two informative booklets that explain fully the Boston advertising situation. Both should be in the hands of every thoughtful advertiser. Both will be sent you, gratis, upon receipt of a request on your business stationery.



BOSTON HERALD-TRAVELER

Chicago Tribune Rates Can't Catch Up With Circulation

An increase in Chicago Tribune advertising rates went into effect September 29th based on circulation gains already announced.

But more and more people buy The Tribune and advertisers will receive more and more for their dollars expended in this medium.

For instance, the statement made to the United States government for the six months ending September 30, 1924, shows:

Week days only, 608,130
Sundays, - - 920,638

But September, the last of those six months, shows:

Week days only, 615,237
Sundays, - - 952,398

In two years, September circulation of The Tribune increased 85,000 on week days and 144,000 on Sundays.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER
